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ABSTRACT

At the request of the Chief Officers of the State Library Agencies, the Gallup Organization, Inc. studied attitudes and behavior concerning the use of public libraries in America and reported their findings. In the first phase of this national survey, 1,561 adult men and women were asked their sources of information; the extent to which the library served as a resource; their readership of books, magazines, and newspapers; purpose for which books are read; the type of books read; where books and magazines are obtained; their incidence of library use; their encouragement of their children's library use; suggestions for library improvement; their awareness of library funding; and their ownership of a library card. Based on their replies to these questions, respondents were partitioned into user and non-user groups and questioned regarding their particular circumstances. The demographic information taken for crosstabular analysis included sex, age, education, occupation, region of residence, and stage in life. Data are presented in 155 tables and a summary of key findings is included. (JVP)

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THE ROLE OF LIBRARIES

IN AMERICA

Conducted for:

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

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INTRODUCTION

This is a report on a study of attitudes and behavior concerning the use of public libraries. The survey measured attitudes toward the public library of both library users and non-users. The purpose of this study is to provide information to library systems concerning the public's use and experience with public libraries as a basis for the development of more effective service to the community. The data included in this report will provide normative bases for comparison with results obtained by individual states in their own localities. The specific objectives of this study are outlined below.

A. All respondents were questioned to determine the following:

1. Sources of information

   All respondents were questioned to determine the sources used when in need of information, or faced with a problem.

2. Extent to which the library serves as an information resource

   The incidence and frequency of using the library as a resource for one's information needs and the type of material referred to was determined.

3. Readership of books, magazines and newspapers

   Measures of the incidence and frequency of reading books, magazines, and newspapers were made among all respondents.

4. Purpose for which books read

   The extent to which books are read for pleasure, work, or school was ascertained.

5. Type of books read

   Reader's preference for fiction, nonfiction or specialty books was also determined.

6. Where books and magazines are obtained

   To determine the extent to which the library is used as a source of reading matter relative to other sources, readers were questioned concerning where they acquired the books and magazines they read.

7. Incidence of using libraries

   All respondents were questioned to establish when they last used a library.

B. All library users were asked:

1. Type of library used

   The extent to which a public library is used was compared with the extent to which other types of libraries were used.

2. Frequency of using library

   Library users were asked how often they used a library in the last year and in the last three months.

3. Distance to the nearest public library

   All library users were asked how far away they live from their local public library.

4. Awareness of services offered by public library

   Public library users were questioned to determine how knowledgeable they were about the various services provided by their public library.

5. Extent of usage of library services

   Library users were asked which of the services provided by their public library they personally have used.

6. Problems in using the library

   The extent to which users found the library difficult to use and the types of problems encountered were measured.

C. Non-users were questioned about the following subjects:

1. Reasons for not using a public library

   All those who indicated they have not used a public library within the past two years were questioned to determine the reasons for nonuse.

2. Distance from library

   To determine if nonusage is affected by distance from one's nearest library, nonusers were asked to estimate how far away the public library was and whether they would make greater use of a library if one were closer.

3. Awareness of services provided by public library

   Non-users were questioned to determine how aware they were of services offered by the public library.

4. Interest in library services

   Non-users were asked to indicate what services, if any, would convince them to make greater use of the library.

D. All respondents were also asked the following:

1. Encouragement of children

   Parents of children between the ages of 5 and 12 years were questioned to determine the incidence of their children using the public library and the extent to which parents encouraged its use.

2. Suggestions for improving services

   All respondents were asked how they thought the services the public library provides the community could be improved.

3. Awareness of library funding

   Awareness of the source of library revenues was determined.

4. Ownership of a library card

   The incidence of owning a library card was established.

Method

For this survey personal, at-home interviews were conducted with a representative national sample of 1561 adult men and women, age 18 years and older, during the period July 17 to July 23, 1975. The questions asked are shown on the following pages. A complete description of the design of the sample, the composition of the sample and tables of recommended sampling tolerances will be found in the Technical Appendix.

Analytical Plan

This report is divided into three sections:

I. A summary of key findings
II. The findings in detail
III. Detailed tabular analysis
IV. Technical appendix

The findings for all questions have been cross-tabulated by the following demographic characteristics:

Sex of respondent
Age of respondent
Education of respondent
Occupation of respondent
Stage in Life cycle - a combination of age, marital status and presence of children in the household.
Region of the country

In addition, the following special breakdowns have been used:

Use of the public library

Heavy - used three or more times in the past three months.

Medium - used one or two times in the past three months.

Light - used public library in past two years but not in the past three months

Non-users - did not use a public library in the past two years.

Readership scale

3 (heavy) - Reads 11 or more books in a year and either reads the newspaper everyday and/or one or more magazines per week.

2 - Reads less than 11 books per year and one or more magazine per week.

1 - Reads less than 11 books per year, the newspaper everyday, and less than one magazine per week.

0 (light) - Does not read newspaper everyday and reads less than one magazine per week.

Last book read

For work/school - Read book in last year and most recent read for work or school

Not for work/school - Read book in last year but most recent not for work or school

None read in past year - No book read in part or whole in past year

SUMMARY OF KEY FINDINGS

SUMMARY OF KEY FINDINGS

The Role of the Library in Serving Public Information Needs

Printed materials are the information sources predominantly used by the public to answer questions or resolve problems. In the two months prior to the interviewing 62% had used a newspaper to solve a problem or answer a question while 39% employed magazines and 35% books, a net total of 82% used some form of printed material. The second leading individual source of information was television (55%).

A substantial proportion of the public had used the library to help solve their problem. Of the 82% who turned to printed material to solve a problem, 25% obtained that material from a library. Heavy readers are most likely to use a library. However, light readers were more likely to use the library than those who, in general, read a moderate amount. In the case of light readers we would assume that when the need arises to utilize books or other printed materials, they have them less readily available then moderate readers and are less familiar with how to obtain the materials they need.

This is a pattern found in a number of other measures of library use -- heavy readers most frequently use libraries while light readers use libraries as much or more often than moderate readers. The light reader then is a potentially important segment of the library-using public. On the basis of his characteristics, he is quite different from the heavy reader and his needs and dispositions most certainly set him apart from those who are quite accustomed to reading.

Books were the form of printed matter obtained in 74% of the cases where a library was used to help solve a problem. In about one fourth of the instances, magazines and encyclopedias were used, and about one in seven obtained pamphlets and brochures. Another way of looking at this is to examine the

percent of each media use group who utilized the library. As shown in the table below, in 43% of the cases where a book was used to solve a problem, it was obtained from the library. Books are followed by business and trade publications with 18%.

Service . . .	Percent Consulting Each Source Who Obtained It From The Library %
Books	43
Business/Trade Publications	18
Encyclopedias	17
Magazines	14
Pamphlets/Brochures	14
Newspapers	4

From the above table it would appear that libraries play an important role as a source of information when books are utilized, but for other printed media the public does not utilize the library.

In summary, about one in five reported using the library to help solve a problem in the two months prior to the interviewing. This is about the same number who say, in general, they very or fairly frequently use a library for this purpose. Significantly, the light reader turns out to be a relatively important library user in this connection. It would also appear that greater use could be made of libraries by those who utilize printed materials such as magazines, newspapers, pamphlets, and brochures.

The Incidence of Library Usage

Thirty-one percent of the sample interviewed reported that they had never used a library or had not used one in the past ten years. Nineteen percent last used a library three to ten years ago, and close to a majority (49%) had used one in the past two years.

Education and occupation appear to be the most predisposing characteristics in library usage. Among the college educated, 77% had used a library in the past two years and among persons from professional/business occupations, a similar number used a library. Of course, underlying this relationship is the fact that the degree to which one reads is very positively associated with both these measures and, of course, with library usage. Again it is worth pointing out that moderate readers are less likely to have used a library in the past two years than are light readers.

Other demographic patterns of note are that young people and those living in the Western states are more likely to use libraries than are their demographic counterparts.

Forty-four percent of the total public has used a public library in the past two years. The use of public libraries is almost universal among library users. Eighty-nine percent of those who have used a library in the past two years have used a public library. Except for school libraries, the percentage of persons using other types of libraries tends to be limited.

	Percent of Public Who Used Each
	%
Public library	44
School library	18
Private library	6
Business library	5

In addition to being the type used by the largest number of persons, public libraries are more frequently used than other types of libraries. Eighty-three percent of those who have used public libraries in the past two years report that the public library was the type they used most recently. This compares to 57% of school library users who used a school library most recently. Comparable figures are 42% and 32% for business and private users, respectively.

Frequency of Usage of Public Libraries

On the average (median), a library user visits a public library about six times a year. In the three months prior to the interviews (April, May, and June, 1975), 57% of the users had visited a public library. As expected, the same groups who are most likely to use a library tend to be the more frequent users of public libraries -- young people, the better educated, and professional/business segments. Students have a high rate of usage of public libraries and school libraries.

Awareness and Use of Library Services

The public tends to think of libraries primarily as book lending institutions -- when asked on an unprompted basis to name services offered by a library, few named other types of facilities. The most frequently named service (after book loans) was reference services (37%), followed by magazine and newspaper loans (27%), phonograph loans (22%), and movies (19%). Although the varied services of public libraries are not prominent in public conceptions of libraries, there is a fair degree of awareness of libraries offering such services as copying equipment, story-time hour, etc. Additionally, a relatively large percentage of library users have utilized these facilities. A table illustrating these findings is shown on the following page.

Services . . .	Users of Public Libraries: Named Unaided %	Total Aware %	Have Used %
Book loans	58	95	86
References	37	67	41
Magazines/Newspapers	27	80	39
Phonograph Records	22	51	18
Movies	19	48	12
Copying equipment	12	57	29
Storytime periods	8	56	11
Reading areas	8	88	47
Art/Poster loans	5	24	5
Microfilms	3	31	11
Inter-library loans	3	32	12
Public meeting rooms	3	32	6
Classes in Basic skills	3	14	3
Music listening areas	2	33	10
Book club groups	1	23	3
Books for handicapped	1	32	2
Foreign language tapes	1	29	4
Reading classes	*	7	1
Adult independent learning	*	9	2

Among non-users of libraries, the situation is much the same. Of those who have not attended a library in the past two years, fewer than 10% expected to find any non-reading services in the local library. For example, only 6% expected record loans, 2% copying equipment, etc.

Importantly, when asked what services might convince non-users to use a library, almost as many named several other services as named book loans. In particular, the availability of reference material, magazine and newspaper loans, and classes in basic skills and crafts were named by over one in five as services which might convince them to use the library more often. Comparatively, 30% named book loans, while another 30% reported that none of the services would induce them to use a library.

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* Less than one half of one percent.

Evaluation of the Public Library by Users

Users of public libraries generally agree that they are easy to use: 69% saying "very easy" and another 21% "fairly easy". Only 9% find them "not too easy" or "not at all easy". Women, light readers, and light users of libraries tend to find libraries more difficult to use. However, in all cases a large majority describe the library as easy to use. The only criticisms arising to any great extent were difficulties in finding books and using card catalogues and inconvenient hours. Each criticism was voiced by less than 10%.

When asked whether there were ways to make the public libraries easier to use, 25% of public library users said yes. In general, younger, better educated, and higher socio-economic groups, as well as those who read more and use public libraries more often, tended to respond affirmatively. The most consistent suggestion was to make the hours more convenient, mentioned by 26% of all those who suggested improvements. Other areas for improvements were: size ["enlarge building" (15%), "more books" (7%)], facilities ["better parking facilities,"(9%), "bookmobile service" (5%)], and staff improvements ["more employees" (7%), "more knowledgeable personnel" (2%)]. Another category, corresponding to earlier criticisms was ease of use ["better organization," "easier to locate books"]. Criticisms of hours were especially strong among the middle-aged and the employed, while staff inadequacies were most often voiced by men and professional and business workers.

NON-USERS OF PUBLIC LIBRARIES IN PAST TWO YEARS

Reasons For Not Using Public Libraries

The most common reason given for not using a public library was "not interested/no need," which was the response of 35% of non-users to the question. Other responses given by substantial numbers of respondents included "not enough time" (24%), "don't read" (12%), "too far away" (12%), and "have enough books" (11%).

Men were more likely than women to say they were not interested, had no need, or don't read. Women were more likely to say they didn't have the time, the public library was too far away, or they had no transportation.

Lack of interest in general was found among middle-aged people, non-students, and particularly professional and business people, 46% of whom gave this response. Non-readers occur most heavily among older, less educated groups, as well as blue collar workers and the non-labor force. Lack of time is most likely to be a reason for not using public libraries among younger, middle-educated, white and blue-collar groups.

A very small subgroup constituting 6% of non-library users stated that they do not use public libraries because they use other libraries or sources. These people constitute a distinct group with a profile much like regular public library users: younger, students, professional/business people, and heavy readers.

Another small group of non-users of note are heavy readers who frequently responded that they "had enough books" and/or "prefer to buy books."

Lack of interest in reading or "not needing" libraries would appear to be more salient reasons for not using libraries than other factors

considered in this study. Only 18% of the non-users queried reported that library catalogue systems were confusing -- fourth-two per cent in response to that question had no idea whether they were or were not. (Probably due to lack of experience with libraries.)

Distance from the library does not seem to be an inhibiting factor. The average non-user lives 2.4 miles from a public library while the average user lives 2.2 miles away. Relatedly, only 6% said they would definitely use the library more if it were closer. Among those who live six or more miles from the nearest public library, 10% reported that they would do so.

Services Expected In Typical Public Library By Non-Users

One in three (31%) of non-users was unable to name any service to be found in a public library. Since one would expect nearly everyone who understands the word library to be aware of book loans as a library service, this "don't know" figure probably represents largely those who could think of no additional services. At any rate, the most frequently mentioned services were book loans (41%), reference service (19%), magazine/newspaper (13%), helpful librarians (7%), and phonograph record loans (6%). Other services were mentioned only by very small proportions of the non-users of public libraries.

Groups that generally represent the heavier library-using and reading public (the young, better educated, professionals, businessmen, white-collar workers, heavier readers) named more services and named them more frequently.

Services That Might Convince Non-Users To Use Libraries More Often

Nearly a third (30%) of non-users of public libraries could name no service a library might offer that would convince them to use a library more often. This "hard-core" of non-users distributes itself generally most

heavily among those who are, in the total population, least likely to be library users -- older people, the less educated, the non-labor force, and light readers. In addition, those people in these groups who do name one or more services name fewer services on the average than do those in groups that are in general heavier library users.

The most frequently mentioned services were book loans (30%), reference service (23%), magazines/newspapers (23%), and classes in basic skills (22%). This high incidence of mentions of book loans indicates that respondents are naming services they would use if they did use libraries more often (they already know the library provides them), while such categories as "copying equipment" and "storytime periods" (which very few respondents named as services they might expect in a public library) are examples of responses that might be interpreted rather as services that might induce people to use public libraries (if they knew these services were available).

Book loans, newspapers, and magazines have fairly general appeal (but particularly among heavy readers). Movies particularly interest the young (31%), and students (33%). Music listening areas and phonograph record loans also appeal primarily to young people, especially students. Various categories of research services (microfilm, copying equipment, reference service, inter-library loan service) are prime interests of the young, students and college people, and professional and business people. Classes in basic skills were named by 30% of women. Storytime periods were also mentioned heavily by women (23%) and particularly by young married people with children (37%).

Use of Public Libraries by Children 5 - 12

Twenty six percent of the households in which interviewing was conducted included one or more children between the ages of 5 and 12 years. In each such household, one child was selected and questions were asked about him or her.

Fifty four percent of the children asked about had used a public library other than the shool library in the past year. This figure is somewhat higher among women questioned than among men, which would probably reflect a greater knowledge of the activities of the child by its mother. The proportion of children using the library was higher among the college educated (71%) and professional/business people (65%). It is particularly high (75%) among heavy readers. Boys and girls are equally likely to have used the library, but older children are considerably more likely than younger to have done so.

On being asked to what extent these children were encouraged to use the libraries, much the same pattern emerged. Heavy readers and heavy users of the library were much more likely to say that the child was encouraged to use the library.

Ninety-two percent of heavy library users reported that their children used the public library. In effect, library usage is self-perpetuating. The same groups who now use libraries have children who are library users and make efforts to encourage this practice.

Ways The Public Library Could be of More Service to the Community

Less than 30% of those interviewed had suggestions for improvements of public library service. Forty-seven percent said that present services were adequate, another 21% (mostly non-library users) had no opinion, and another 3% said they had no use for the library. Heavier library users tended to be more likely to make suggestions. The most common categories mentioned involved increased convenience of usage [bookmobile service (5%), branches closer to people (3%), extend hours (4%), simplify card catalogue (1%), etc.]. Also mentioned were various types of improved or enlarged services such as "larger collection" (4%), "benefits for children" (3%), "more classes" (3%), etc. Heavy library users often also suggested that they advertise what they offer.

Awareness of Sources of Public Library Funding

The majority of those questioned stated that public libraries were funded by some form of taxation, city taxation being the most commonly mentioned (by 29%). The 37% who did not know the source of funds were largely concentrated among non-library users, the less educated, manual laborers, non-labor force, light readers. Women and the young were also less likely to be aware of funding sources than their use of libraries might have indicated.

Other sources mentioned included donations, mentioned by 9% of the population, especially the college-educated and professional and business people. Overdue fines were suggested by only 1% of the respondents questioned.

THE FINDINGS IN DETAIL

SOURCES OF INFORMATION

To determine the sources the public uses to obtain information and the extent to which the library is used as an information resource, the following questions were asked of everyone:

The questions: *As you know, a person can turn to many sources of information when he or she has a difficult question to answer, has a problem to resolve, or needs information about a particular subject. These sources of information can include a variety of items, such as those on this card. Now, in the past two months, which of these, if any, can you recall having used to answer a question you had or to obtain information about a particular subject?*

Were any of the sources of information you mentioned obtained from a library?

Which ones?

Overall, the most common source of information is the printed word-- eight in ten (82%) report turning to some form of printed matter in the past two months to answer questions or obtain information about a particular subject. Newspapers are most frequently mentioned (62%) as a source of information. In addition, magazines and books are frequently used (39% and 35% respectively). Those under 50 years of age and the better educated tend to be more likely than others to use printed matter as a source of information. Television was also mentioned by a majority (55%), while four in ten referred to friends or relatives and 36% mentioned radio as a source of information.

Source of Information Used in Past Two Months	All Respondents %
Net printed matter	82
Newspapers	62
Magazines	39
Books	35
Encyclopedias	28
Pamphlets/brochures	22
Business/trade publications	18
Television	55
Friends/Relatives	42
Radio	36
Other	4
None	3
Don't know	1
Number of Interviews	(1561)

Of all those questioned, one in five (20%) made use of the library for some of their information. Those under 35 years of age and those with a college education, or who are currently students, are more likely than older or less well educated individuals to report using the library. As might be anticipated, the majority of those who used the library (74%) report obtaining information from books. In addition, about one in four library users report obtaining information from magazines (26%) or encyclopedias (24%).

Obtained Information From Library	All Who Obtained Information From Print %	All Respondents %
Yes	25	20
No	74	61
Can't recall	1	1
Total	100	82*
Number of Interviews	(1312)	(1561)

Source Obtained From Library	All Who Used Libraries %
Book	74
Magazines	26
Encyclopedias	24
Business/Trade publications	16
Pamphlets/Brochures	15
Newspapers	13
Other	5
Can't recall	1
Total	174
Number of Interviews	(343)

* The 18 % who did not obtain information from printed materials were not asked this question.

Furthermore, the frequency with which libraries are used to meet the individual's information needs was also determined.

The question: *In general, thinking about your information needs, how frequently do you use a library to help solve a difficult problem, or to find information you need on a specific subject -- very frequently, fairly frequently, only occasionally, hardly ever, or never?*

Slightly less than one in five report using the library very frequently (7%) or fairly frequently (10%). An additional 21% reported using the library for information purposes occasionally, while 27% report using it hardly ever. Finally, about a third (35%) report never using the library to obtain information.

Frequency of Using Library As Information Resource	All Respondents %
Very frequently	7
Fairly frequently	10
Only occasionally	21
Hardly ever	27
Never	35
Don't know	*
Total	100
Number of Interviews	(1561)

* Less than one half of one percent.

To determine the reading habits of the American public, the following questions were asked:

The questions: *When, as nearly as you can recall, did you last read any kind of book all the way through -- either a hardcover or a paperback?*

Well then, could you tell me the last time you've read any part of a book -- not necessarily all the way through?

Thinking of that last book that you read either entirely or in part, did you read it for a school or work project or was it basically read for your own enjoyment?

Over the last year, how many books -- either hardcover or paperback -- would you guess you read either all the way through or a part of, just your best estimate?

Looking back over the last 12 months, which of these kinds of books did you happen to read?

Looking back over all the books you consulted or read over the last 12 months, where or how did you obtain these books?

It is noteworthy that over half (56%) of the public report reading all or a part of a book in the past month. Furthermore, over eight in ten (84%) report reading a book in part or in whole within the past year.

Read All or Part of Book	All Respondents %
Within past week	31
2-3 weeks ago	13
1 month ago	12
2-3 months ago	9
4-5 months ago	3
6 months ago	5
7 months to 1 year ago	11
2-5 years ago	4
Over 5 years ago	6
Can't recall	6
Total	100
Number of Interviews	(1561)

In terms of the total number of books read in the past year, about one in seven (15%) have not read a book in the past year. A third of those questioned (33%) read between one and five books, while nearly half (48%) read six or more books. Women are more likely than men to have read at least one book in the past year. In addition, readers are more likely than non-readers to be young, college educated and white collar workers.

Number of Books Read In Last Year	All Respondents %
None	15
1 - 2 books	15
3 - 5 books	18
6 - 10 books	15
11 - 20 books	13
21 - 29 books	5
30 or more books	15
Can't recall	4
Total	100
Number of Interviews	(1561)

	Books Read in Past Year					
	None %	1 - 5 Books %	6 Books Or More %	Can't Recall %	Total %	Number of Interviews
Region of the Country						
New England	13	31	52	4	100	(89)
Middle Atlantic	20	32	44	4	100	(320)
East Central	15	35	48	2	100	(285)
West Central	14	29	53	4	100	(163)
Southeast	15	36	41	8	100	(314)
Southwest	18	39	41	2	100	(122)
Rocky Mountain	8	28	59	5	100	(58)
Pacific	8	29	58	5	100	(210)

	Books Read in Past Year					
	None %	1 - 5 Books %	6 Books Or More %	Can't Recall %	Total %	Number of Interviews
Sex						
Male	17	31	46	6	100	(773)
Female	12	34	50	4	100	(788)
Age						
18 - 34 years	6	32	59	3	100	(564)
35 - 49 years	15	33	47	5	100	(360)
50 years and older	23	34	37	6	100	(626)
Education						
Grade school	26	40	27	7	100	(490)
High school graduate	12	34	50	4	100	(548)
College	4	24	69	3	100	(404)
Student	*	10	90	0	100	(115)
Occupation of Respondent						
Professional & Business	4	24	70	2	100	(232)
Clerical & Sales	7	38	50	5	100	(188)
Manual Labor/Farmer	16	34	45	5	100	(416)
Non-Labor Force	21	34	40	5	100	(587)

* Less than one half of one per cent.

The majority of respondents (82%) report reading their most recent book for their own enjoyment, while 13% read for work or school related purposes and a few (3%) read for both enjoyment and work or school. Fiction books are most often read (42%), while equal proportions report reading non-fiction or reference works most often (30% each).

Most Recent Book Read For ...	All Respondents %
Own enjoyment	82
Work or school	13
Both	3
Don't remember	2
Total	100
Number of Interviews	(1561)

Type Read Most Often ...	All Respondents %
Fiction	42
Non-fiction	30
Specialty/reference books	30
Don't know	3
Total	105*
Number of Interviews	(1561)

Of the books read in the past year, 58% report reading fiction, 52% non-fiction (excluding reference or specialty books), while 46% read specialty or reference books.

Type Read in Past 12 Months ...	All Who Read Book In Past Year %
Fiction	58
Non-fiction	52
Specialty/reference books	46
Don't know	5
Total	161*
Number of Interviews	(1336)

* Total exceeds 100% because of multiple responses.

Approximately one in four (27%) report obtaining at least some of the books read in the past year from a library. A greater number (36%) however, report obtaining their books most often from a bookstore, and 37% borrowed from a friend. Ten percent received books as gifts.

How/Where Books Read in Past 12 Months Were Obtained	All Who Read Book In Past Year %
Library	27
Borrowed from friend	37
Bookstore	36
Other type store	15
Book club/subscription	15
Received as gift	10
Newsstand	8
Other	13
Don't know	3
Total	164*
Number of Interviews	(1336)

In addition to book readership, the incidence of newspaper and magazine readership was measured. Two thirds (66%) read a newspaper everyday and a majority read one or more magazines per week (55%). However, relatively few (4%) report obtaining magazines in a library, most obtaining them through subscription. The questions asked and the findings for these questions are shown below:

The questions: *Do you generally read a newspaper just about everyday, or do you get to read newspapers only when you can find the time?*

How many magazines, if any, do you read in a typical week, or don't you happen to read magazines as often as once a week?

Looking back over all the magazines you either obtained or read over the last 12 months, where or how did you obtain these magazines?

*Total exceeds 100% because of multiple responses.

Frequency of Reading Newspaper	All Respondents %
Everyday	66
Not everyday	33
No answer	1
Total	100
Number of Interviews	(1561)

Number of Magazines Read in a Typical Week	All Respondents %
Less than one per week	44
One	21
Two	15
Three or more	18
Don't know	2
Total	100
Number of Interviews	(1561)

Where/How Magazines Read Were Obtained	All Respondents %
Library	4
Subscription	52
Borrowed from friend	18
Newsstand	13
Bookstore	5
Other type of store	13
Gift	4
Office waiting room	2
Other	10
Don't know	2
Total	123*
Number of Interviews	(1561)

*Total exceeds 100% because of multiple responses.

READERSHIP BY DEMOGRAPHIC GROUPS

A Guttman scale of readership was created, combining readership of books, magazines, and newspapers. Following is a table showing heaviness of reading using this scale by demographic groups.

	Heavy			Light	
	3 %	2 %	1 %	0 %	Total
Total	29	31	19	21	100
Sex					
Male	26	34	19	21	100
Female	30	29	19	22	100
Age					
18 - 34 years	37	29	9	25	100
35 - 49 years	28	35	18	19	100
50 years and older	21	30	29	20	100
Education					
Student	63	23	4	10	100
College	48	31	10	11	100
High school graduate	28	37	15	20	100
Less than high school graduate	12	27	30	31	100
Occupation					
Professional & Business	45	32	11	12	100
Clerical & Sales	28	34	13	25	100
Manual Labor/Farmer	24	33	18	25	100
Non-Labor Force	26	27	25	22	100
Region of the Country					
New England	30	35	13	22	100
Middle Atlantic	28	36	22	14	100
East Central	30	31	17	22	100
West Central	31	29	20	20	100
Southeast	24	29	20	27	100
Southwest	22	18	24	36	100
Rocky Mountain	32	31	8	29	100
Pacific	35	33	16	16	100
Stage in Life Cycle					
Under 35 years					
Married/with children	31	29	12	28	100
Married/No children	36	35	5	24	100
Unmarried	45	26	8	21	100
35 years and older					
Married/with children	31	32	18	19	100
Married/No children	19	36	28	17	100
Unmarried	20	26	28	26	100

LIBRARY USAGE

The extent to which libraries in general, and public libraries in particular, are used was determined through the use of the following series of questions:

The questions

When, to the best of your memory, did you, yourself, last use the services of a library?

What type of library did you use most recently, a public library, school library, private library, or business library?

Over the last 2 years, which other types of libraries did you use?

Over the last year, how many times would you guess you used the services of a public library?

Would you think back over the last three months and tell me how many times, if any, during this period you have gone to a public library?

Half (49%) of those questioned report using some type of library within the past two years. About one in ten (11%) used a library sometime in the week preceding their interview. It is also worth noting that nearly one in five (17%) report never using a library.

Library Last Used	All Respondents
	%
In past week	11
2 weeks to 2 months ago	17
3 months to 1 year ago	14
Over 1 year to 2 years ago	7
3 to 5 years ago	11
6 to 10 years ago	8
11 or more years ago	14
Never used a library	17
Don't know	1
Total	100
Number of Interviews	(1,561)

Among those using a library within the past two years, three quarters (74%) report the one most recently used was a public library. Furthermore, 20% have used a school library most recently, 4% a business library, and 4% a private library. When asked what other libraries were used in the past two years, an additional 16% reported using public libraries.

Type Used Most Recently	All Library Users %
Public Library	74
School Library	20
Private Library	4
Business Library	4
Don't Know	1
Total	103*
Number of Interviews	(815)

Other Libraries Used	All Library Users %
Public Library	16
School Library	16
Private Library	8
Business Library	6
None	43
Don't Know	19
Total	108*
Number of Interviews	(815)

* Total exceeds 100% because of multiple responses.

Most public library users (54%) reported using the library 8 times or less in the last year, about a third (36%) use it more often, while 8% have not used the public library in the past year. In terms of more recent library usage, one in three (36%) have used their public library once or twice in the past three months; another 19% have used the public library three to eight times, while 23% have not used the public library in the past three months.

Frequency of Using Public Library in Past Year	Public Library Users %
Once or twice	23
3 to 8 times	31
9 to 11 times	7
12 to 23 times	13
24 to 35 times	7
36 to 49 times	3
50 times or more	6
Did not use in last year	8
Don't know	2
Total	100
Number of Interviews	**(731)**
Median	**6 Times**

Frequency of Using Public Library in Past 3 Months	Public Library Users In Past Year %
Once or twice	36
3 to 8 times	19
9 or more times	8
Did not use in past 3 months	23
Cannot recall	14
Total	100
Number of Interviews	**(669)**
Median	**1.5 Times**

SUMMARY OF LIBRARY USAGE BY DEMOGRAPHIC GROUPS

	Used Any Library In Past 2 Years %	Used Public Library In The Past Two Years %	Have Public Library Card %	Number of Interviews
Total	49	44	35	(1561)
Sex				
Male	48	43	30	(773)
Female	50	45	39	(788)
Age				
18 - 34 years	67	57	43	(564)
35 - 49 years	51	48	40	(360)
50 years and older	31	29	22	(626)
Education				
Student	94	77	58	(115)
College	77	67	57	(404)
High school graduate	48	45	37	(548)
Not a high school graduate	27	24	15	(490)
Occupation of Respondent				
Professional and Business	77	65	48	(232)
Clerical and Sales	57	50	43	(188)
Manual labor/Farmer	42	37	27	(416)
Non-Labor force	40	36	29	(587)

Continued. . .

	Used Any Library In Past 2 Years %	Used Public Library In The Past Two Years %	Have Public Library Card %	Number of Interviews
Stage in Life Cycle				
Under 35 years				
Married with children	54	49	40	(266)
Married/No children	72	59	47	(89)
Unmarried	81	66	46	(203)
35 and older				
Married with children	53	49	40	(325)
Married/No children	30	27	22	(429)
Unmarried	34	32	26	(223)
Region of the Country				
New England	52	48	44	(89)
Middle Atlantic	43	39	35	(320)
East Central	49	44	34	(285)
West Central	45	41	34	(163)
Southeast	47	41	29	(314)
Southwest	43	36	23	(122)
Rocky Mountain	63	49	34	(58)
Pacific	64	59	46	(210)
Readership				
3 - Heavy	77	70	57	(477)
2	50	45	35	(490)
1	27	23	19	(296)
0 - Light	31	26	19	(298)

PROFILE OF PUBLIC LIBRARY USERS AND NONUSERS

	Public Library Users %	Non-Users %
Total	100	100
Sex		
Male	46	49
Female	54	51
Age		
18 - 34 years old	47	28
35 - 45 years old	28	23
50 years and older	25	49
Education		
Student	12	3
College	31	12
High school graduate	37	36
Less than high school graduate	20	49
Occupation of Respondent		
Professional/business	19	8
Clerical and sales	14	11
Manual labor/farmer	24	32
Non-labor force	30	41
Stage in Life Cycle		
Under 35 Years Old		
Married with children	19	15
Married with no children	7	4
Unmarried	20	8
35 Years and Older		
Married with children	25	20
Married with no children	16	34
Unmarried	11	18

	Public Library Users %	Non-Users %
Region		
New England	7	6
Middle Atlantic	19	22
East Central	18	18
West Central	10	11
South East	18	20
South West	6	9
Rocky Mountain	4	4
Pacific	18	10
Number of Interviews	(731)	(827)

DISTANCE TO LIBRARY

Library users were asked:

The questions: *How close to where you live is the public library that you use most often? That is, how many miles do you have to travel to reach it? Just your best estimate, please.*

Do you ever have occasion to use a different public library further away from home?

Most individuals (57%) live within two and a half miles of the library they most frequently use. One in five (21%) live within a mile of their library, and about an equal proportion (22%) live five or more miles away from their library.

Distance to Library Used Most Often	Public Library Users %
0.1 - 0.2 miles	9
0.3 - 0.4 miles	4
0.5 - 0.9 miles	8
1.0 - 1.4 miles	15
1.5 - 1.9 miles	7
2.0 - 2.4 miles	14
2.5 - 2.9 miles	4
3.0 - 3.9 miles	11
4.0 - 4.9 miles	3
5.0 - 9.9 miles	14
10 miles and over	8
Don't know	3
Total	100
Number of Interviews	(731)
Median	2.2 Miles

A large majority (70%) use only their local library, while 29% have occasion to use a library further away from their home. The reasons most often cited for going to a library further away are that it is readily accessible to one's place of work or school, and that other libraries used are larger than one's local library.

Ever Use Different Library	Public Library Users %
Yes	29
No	70
Don't know	1
Total	100
Number of Interviews	(731)

Reasons for Using Different Library	All Who Use Other Library %
Readily Accessible: *I'm in the armed forces and use one near base; Near work; I was in the area; It's handy - I go into Worcester about everyday.*	23
Larger Library: *If I were looking for references it would be larger; L.A. library larger collection; More books; You have access to more information; More selection.*	20
Material Not Available at Local Library: *Get a book not available in branch normally used; Lack of information at library close to home; Didn't have information in Kingmill library; Sometimes they don't have the material at the local library.*	14
Use For References/Special Needs: *Yes - specific reference books; When I want something specific I go to the downtown library instead of the branch library.*	12
Use School Library: *Because it was related to school, we took children up there; school library when children went to school in Connellsville;For school purposes; Were going to school at Hays, use library there; Attend a technical school elsewhere.*	10
For Business Reasons: *I'm a legal aid at the State Supreme Court; In my business.*	5
Newer Books/Material: *Books are more up to date.*	1
Miscellaneous	11
Don't know	7
Number of Interviews	(214)

USE OF PUBLIC LIBRARY SERVICES

All public library users were asked the following questions in order to measure the extent to which library services are used:

The questions: *Thinking about the public library that you use most often, will you tell me all of the services that you can think of that it provides?*

Some public libraries obviously offer more services than others because of funds available, space, etc. Thinking about the public library you use most often, which of the following services do you happen to know for certain that it provides, whether or not you have used it?

And which of the services that your public library offers have you, yourself, ever used?

The services and facilities most frequently provided by the respondent's local public library are book loans, reading areas, and magazine and newspaper collections. Furthermore, a majority report their library provides reference or research services, children's storytime, copying equipment, and record loans.

Of greater importance is the usage of library services. As one might anticipate, two most frequently used services are book loans and reference. A majority of those for whom the service is available also report using the library's reading areas and copying service.

Service Provided	Total Aware of Service %	Total Used Service %	Proportion Using-Based On Those Who Have Service %
Book loans	95	86	90
Reading areas	88	47	54
Magazines/Newspapers	80	39	49
Reference/Research service	67	41	61
Copying equipment	57	29	50
Storytime for children	56	1[illegible]	19
Record loans	51	18	36
Movies	48	12	25

Continued. . .

Service Provided	Total Aware of Service %	Total Used Service %	Proportion Using-Based on Those Who Have Service %
Music listening areas	33	10	30
Inter-library loans	32	12	39
Meeting rooms	32	6	20
Books for handicapped	32	2	6
Micro-film	31	11	34
Foreign language recording	29	4	13
Art loans	24	5	19
Book clubs	23	3	11
Craft/Basic skill classes	14	3	21
Adult independent learning	9	2	22
Reading classes	7	1	7

PROFILES OF USERS OF VARIOUS SERVICES

		User of						
	National %	Total Public Library Users %	Book Loans %	Reading Areas %	Reference %	News-papers, Magazines %	Copying Equipment %	Records %	Movies %
Total	100	100	100	100	100	100	100	100	100
Sex									
Male	48	46	44	47	47	51	50	44	50
Female	52	54	56	53	53	49	50	56	50
Age									
18 - 34 years	36	47	48	61	52	60	51	53	59
35 - 49 years	25	28	27	19	24	21	26	28	17
50 years and older	38	25	25	19	24	18	21	18	22
Undesignated	1	*	*	1	0	1	2	1	2
Education									
Student	7	12	12	18	17	19	18	15	13
College	20	31	32	31	38	39	39	39	37
High school graduate	36	37	38	34	33	32	35	37	40
Less than high school graduate	37	20	18	17	12	9	8	9	10
Undesignated	*	*	*	0	0	1	0	0	0
Occupation of Respondent									
Professional and Business	13	19	19	20	22	24	24	26	25
Clerical and Sales	13	14	14	15	16	14	17	12	11
Manual Labor/ Farmer	29	24	24	22	20	25	20	18	27
Non-Labor Force	36	30	31	29	28	26	28	26	27
Undesignated	9	13	12	14	14	11	11	18	10

Continued . . .

Continued . . .

	National %	Total Public Library Users %	User of: Book Loans %	Reading Areas %	Reference %	Newspapers, Magazines %	Copying Equipment %	Records %	Movies %
Stage in Life Cycle									
Under 35									
Married with children	17	19	20	18	16	16	12	18	19
Married/No children	5	7	8	10	7	9	6	11	10
Unmarried	13	20	19	31	27	33	33	24	29
35 and older									
Married with children	22	25	25	17	23	21	24	25	22
Married/No children	26	16	15	10	13	8	13	13	10
Unmarried	15	11	11	11	11	10	9	7	8
Undesignated	2	2	2	3	3	3	3	2	2
Library Usage									
Heavy	11	25	26	30	29	33	33	40	42
Medium	14	32	32	31	31	28	36	32	24
Light	19	43	42	39	40	39	31	28	34
Non-Users	56								
Readership									
3 High	29	45	48	50	52	50	53	57	54
2	31	32	31	30	30	31	30	24	24
1	19	10	9	7	6	6	6	8	9
0 Low	21	13	12	13	12	13	11	11	13

DIFFICULTY IN USING THE PUBLIC LIBRARY

The degree to which users find the library difficult to use and the type of improvements they would like to see made were assessed by means of the following questions:

The questions: *In general, how easy would you say it is for you, yourself, to use your public library -- very easy, fairly easy, not too easy, or not at all easy?*

What, if anything, about your public library do you find difficult or confusing?

Can you think of any ways that your public library could be changed to make it easier to use?

A large majority of users report their library is very easy to use (69%) and about one in five (21%) judge the library fairly easy to use. Only one in ten (9%) feel using the library offers some problems to them. When asked, specifically, what they find difficult about using the library, no one problem is mentioned by more than 5% of the respondents and seven in ten (72%) indicated nothing was difficult. Among the problems mentioned, 5% reported books were difficult to locate and 2% had problems with the card catalog. A few (3%) mentioned inconvenient hours or a limited selection of books.

Ease of Using Library	All Public Library Users %
Very easy	69
Fairly easy	21
Not too easy	7
Not at all easy	2
Don't know	1
Total	100
Number of Interviews	(731)

Find Difficult or Confusing About Using Library . . .	All Public Library Users %
Nothing	72
Books difficult to locate	5
Inconvenient hours	3
Using card catalog	2
Inconvenient location	2
Limited selection	2
Lack of parking facility	2
Insufficient copies of popular books	1
Problems with staff	1
Size	1
Books not available	*
Miscellaneous	4
Don't know	6
Total	101**
Number of Interviews	(731)

One in four users made suggestions for making the library easier to use. These suggestions varied considerably; the most frequently mentioned were more convenient hours and enlarging the facilities.

Ways to Make Use Easier	All Public Library Users %
Yes	25
No	71
Don't know	4
Total	100
Number of Interviews	(731)

* Less than one half of one percent.

** Total exceeds 100% because of multiple responses.

The table below provides the complete list of suggestions for improvement made by respondents.

Suggestions to Make Use Easier . . .	All Who Feel Use Could Be Made Easier %
More convenient hours	26
Enlarge building	15
Change location	9
Improve parking situation	9
Books should be easier to locate	8
More employees	7
More books	7
Better organization	5
Increase bookmobile service	5
More helpful personnel	2
Less restriction on library cards	2
More music listening areas	2
Free library	1
More newspapers/magazines	*
Crafts and skills	*
Miscellaneous	19
Don't know	2
Total	119**
Number of Interviews	(195)

* Less than one half of one percent.

** Total exceeds 100% because of multiple responses.

ANALYSIS OF NON-LIBRARY USERS

Those who have not used a public library within the past two years were asked their reasons:

The question: *You mentioned that it has been some time since you used a public library. Would you tell me all the reasons you can think of for not using a public library in recent years?*

The most prevalent explanation for not using the public library, mentioned by about a third (35%), is that there is no interest in using a library. Another frequent reason is lack of time (24%) and possibly related to this that the library is too far away (12%).

Reason for Not Using Public Library	All Who Have Not Used In Past Two Years %
Not interested/No need: *I just don't want to go; I just had no need to do so.*	35
Not enough time: *Lack of time; No chance to get to library.*	24
Don't read: *I don't read that much and don't enjoy it; I keep busy otherwise.*	12
Too far away: *Don't live near enough; Not convenient to get to.*	12
Have enough books here: *Have our own library at home.*	11
Use other libraries/sources: *School library so close.*	6
Prefer to buy books: *I like to keep books.*	5
Difficulty seeing: *I can't see.*	3
No transportation: *No means to get there.*	3
Read papers and magazines: *I have all the information I need with magazines, radio, etc.*	2
Health problems: *Just don't feel well enough to read.*	2
None in area	1
Inconvenient hours: *Never open when I want it.*	1
Miscellaneous	5
Don't know	5
Total	127*
Number of Interviews	(827)

* Total exceeds 100% due to multiple response.

	Not Interested, No Need %	Not Enough Time %	Don't Read %	Too Far Away %
Sex				
Male	40	19	14	10
Female	30	28	11	14
Age				
18 - 34 years	33	27	8	15
35 - 49 years	41	27	10	14
50 years and older	33	20	16	9
Education				
Student	19	7	0	17
College	33	22	2	16
High school graduate	37	28	8	12
Grade school	35	22	18	11
Occupation				
Professional & Business	46	17	2	11
Clerical and Sales	34	35	4	15
Manual Labor/Farmer	33	29	13	13
Non-Labor Force	34	17	16	12
Region				
New England	38	34	2	21
Mid-Atlantic	32	20	9	9
East Central	39	24	7	11
West Central	42	24	10	15
Southeast	37	22	20	13
Southwest	26	28	17	19
Rocky Mountain	34	18	13	6
Pacific	28	26	17	9
Stage in Life Cycle				
Under 35				
Married with children	38	33	9	15
Married/No children	25	27	3	8
Unmarried	30	16	8	18
35 and older				
Married with children	36	29	13	14
Married/No children	34	21	14	11
Unmarried	38	17	13	7

The extent to which distance from a library is an inhibiting factor in its use was measured by the following questions:

The questions: *Do you happen to know the street on which the nearest public library is located?*

About how far from here is that public library? That is, how many miles do you have to travel to reach it? Just your best estimate, please.

How likely would you be to use a public library if there was one closer to your home, would you say you would definitely use it more often, probably use it more often, or would it make no difference?

Two in three nonusers are aware of the location of the nearest public library, and those aware of the library's location tend to come from the same demographic groups as library users, i.e. the young, better educated, white collar groups.

	All Nonusers %
Know Where Nearest Public Library Located	
Yes	63
No	33
Don't know	4
Total	100
Number of Interviews	(827)

When questioned about the distance to their nearest public library, the median average distance mentioned is 2.4 miles -- among library users the median average distance to their nearest library was 2.2 miles. Therefore, it would appear that distance is not an important factor in library usage. This conclusion is supported by the response to the question regarding whether nonusers would use a library more if it were closer -- nearly eight in ten (78%) reported there would be no difference in usage. However, for those who live relatively far from a library, having a library nearby may make a difference. Twenty six percent of those living 6 or more miles away report they would use a library if one were closer.

Distance to Public Library	All Nonusers %	Users %
0.1 to 0.2 miles	5	9
0.3 to 0.4 miles	3	4
0.5 to 0.9 miles	8	8
1.0 to 1.4 miles	11	15
1.5 to 1.9 miles	5	7
2.0 to 2.4 miles	8	14
2.5 to 2.9 miles	3	4
3.0 to 3.9 miles	9	11
4.0 to 4.9 miles	4	3
5.0 to 9.5 miles	13	14
10 miles and over	11	8
Don't know	20	3
Total	100	100
Number of Interviews	(872)	(731)
Median	2.4	2.2

		Distance to Library			
Likelihood of Using if Closer	All Nonusers %	Under 1 mile %	1 - 2.9 miles %	3 - 5.9 miles %	6 miles or more %
Definitely use it more	6	2	5	7	10
Probably use it more	12	7	9	15	16
No difference	78	90	86	76	72
Don't know	4	1	0	2	2
Total	100	100	100	100	100
Number of Interviews	(827)	(136)	(228)	(136)	(196)

The extent to which library usage is perceived as confusing or difficult by nonusers was also measured:

The question: *Some people say that libraries are confusing to use because of the types of systems for locating books that they use. Do you agree very much, agree somewhat, or disagree?*

A large proportion (42%) could not answer the question, a finding which is not surprising in light of their limited experience with libraries. However, among those who expressed an opinion, the majority did not perceive the library as confusing or difficult to use.

Book Location System Confusing	All Nonusers %
Agree very much	6
Agree somewhat	12
Disagree	40
Don't know	42
Total	100
Number of Interviews	(827)

To gauge awareness of the services provided by the public library, the following was asked of those who have not used the library in the past two years:

The question: *Can you tell me all the types of services you would expect to find in a typical library? Just your best guess.*

It would appear that some services are so taken for granted that they are not mentioned, for example, only 41% of the nonusers mentioned book loans; consequently, the replies to this question may not fully measure awareness of library services. Nevertheless, a comparison of the services mentioned by nonusers with those mentioned by library users as ones provided by their library suggests a low level of knowledge by nonusers regarding services offered by libraries.

Service	Nonusers Would Expect To Find in Library %	Users Report Service Provided %
Book loans	41	95
Reference	19	67
Magazines/Newspapers	13	80
Record loans	6	51
Movies	4	48
Reading areas	3	88
Children's storytime	2	56
Copying equipment	2	57
Books for handicapped	1	32
Micro film collection	1	31
Foreign language recordings	1	29
Art loans	1	24
Inter-library loans	*	32
Meeting rooms	*	32
Book clubs	*	23
Craft classes	*	14
Adult education	*	9
Reading classes	*	7
Music listening areas	0	33
Number of Interviews	(827)	(731)

* Less than one half of one percent.

To measure the appeal of various library services to nonusers the following was asked:

The question: *Some libraries offer more services than others do. Looking at this list of services that libraries might provide, which do you think would be interesting to you? That is, those services that might convince you to use a library more often than you do. Name as many as you wish.*

The services most frequently selected are: book loans, reference service, magazine/newspaper collection, classes in basic skills, and reading areas. Four of the five services most frequently mentioned as ones which would convince a nonuser to use the library more often are also among the most frequently used services by those who have used the library within the past two years.

Service	Might Convince Non-user to Use Library %	Library Users Who Have Used Service* %
Book loans	30	90
Reference service	23	61
Magazines/Newspapers	23	49
Classes in basic skills/crafts	22	21
Reading areas	18	54
Storytime for children	16	19
Movies	16	25
Copying equipment	16	50
Micro-film	15	34
Music listening areas	14	30
Books for handicapped	11	6
Record loans	11	36
Reading classes	10	7
Foreign language recordings	9	13
Art loans	8	19
Public meeting rooms	8	20
Adult independent learning	8	22
Book clubs	7	11
Inter-library loans	5	39
None	25	0
Don't know	5	0
Number of Interviews	(827)	

* Based on those who reported library offered service.

INCIDENCE OF LIBRARY CARD OWNERSHIP

All respondents were asked:

The question: *Do you happen to have a public library card?*

One third (35%) of the public report owning a library card. Women are more likely than men to own a card (39% of the women compared with 30% of the men). Furthermore, four in ten of those under 50 years of age own a library card compared with about a fifth of those 50 or older. Nearly six in ten of those with a college education compared with less than half those with less education own a library card, and relatedly, white collar workers are more likely than others to own a card.

Owns Library Card	All Respondents %
Yes	35
No	65
Total	100
Number of Interviews	(1561)

Continued . . .

Continued . . .

	Owns Library Card				
	Yes %	No %	Don't Know %	Total %	Number of Interviews
Sex					
Male	30	69	1	100	(773)
Female	39	61	*	100	(788)
Age					
18 - 34 years	43	57	*	100	(564)
35 - 49 years	40	60	0	100	(360)
50 years and older	22	77	1	100	(626)
Education					
Student	58	41	1	100	(115)
College	57	42	1	100	(404)
High school graduate	37	62	1	100	(548)
Grade school	15	85	0	100	(490)
Occupation of Respondent					
Professional and Business	48	52	*	100	(232)
Clerical and Sales	43	56	1	100	(188)
Manual Labor/Farmer	27	73	*	100	(416)
Non-Labor Force	29	71	*	100	(587)

HOW LIBRARIES ARE FUNDED

Public perceptions of the source of library funding were solicited.

The question: *Can you tell me how your public library is funded, that is, who provides the money to operate it?*

The majority are aware that funds for public libraries are derived from taxation. About one in ten mentioned donations as a source of revenue. It is also of interest that about a third (37%) reported they did not know the source of funds.

How Library is Funded	All Respondents %
City/city taxes	29
Taxes/taxpayers (general)	14
State/ state taxes	11
County/county taxes	10
Donations	9
Federal government/taxes	6
General public	1
Overdue fines	1
School tax	1
Miscellaneous	1
Don't know	37
Total	120*
Number of Interviews	(1561)

* Total exceeds 100% due to multiple response.

SUGGESTED IMPROVEMENTS IN LIBRARY SERVICES

Everyone interviewed was asked his suggestions for ways in which the public library could be of greater service to the community.

The question: *Can you think of any ways that the public library could perform a more valuable service to the community?*

Almost half (47%) thought the services currently provided were adequate, and 21% had no opinion on the subject. Among those expressing an opinion the range of suggestions was wide. The most prevalent recommendation was that the library provide bookmobile service. Others felt the library should increase its collection or suggested the library extend its hours. The complete findings are shown in the table below.

Ways in Which Library Could be of More Service to Community	All Respondents %
Provide Bookmobile: *Portable library*	5
Increase Size of Collection: *Keep up on books; more books*	4
Extend Hours: *Stay open on Sunday; open at night*	4
Closer Branches: *No library in my community*	3
Publicize Services Better: *Inform public of books they possess*	3
Provide More For Children: *Reading program for pre-schoolers*	3
More Classes: *More night classes; technical courses*	3
Simplify Card Catalogue: *Easier way to find books*	1
More Books on Crafts: *More books on crafts*	1
Provide Foreign Language Service:	1
Provide Services for Handicapped: *Books for visually handicapped.*	1
Provide Telephone Reference Service: *Provide service where you could call and get information*	*
Miscellaneous:	7
Services Are Adequate: *They are doing a good job; none*	47
No Interest/No Use For Library: *Never at library*	3
Don't Know:	21
Number of Interviews	(1561)

*Less than one-half of one per cent.

PARENTAL ENCOURAGEMENT OF CHILDREN'S USE OF PUBLIC LIBRARY

The extent to which parents encourage their children to use the public library was also determined. The following questions were asked:

The questions: *Do you happen to have any children living here between the ages of 5 and 12?*

What is the age and sex of your youngest (oldest) child between 5 and 12 years old?

Now, thinking only of this child, over the past year, has he/she used a public library other than a school library?

Aside from his/her use of a school library, how much encouragement is given to this child to use the public library? Would you say he/she is encouraged a great deal, somewhat, or not too much?

Among those who have children between five and twelve years of age, the majority (54%) report their child used the public library sometime within the past year. In terms of the degree to which children are encouraged to use the public library, one in four parents (26%) said they encouraged the library's use a great deal and about as many (28%) said they encouraged its use somewhat.

Child Used Public Library in Past Year	All With Children 5 - 12 Years
	%
Yes	54
No	42
Can't say	4
Total	100
Number of Interviews	(397)

Extent of Encouragement to Use Public Library	All With Children 5 - 12 Years
	%
A great deal	26
Somewhat	28
Not too much	43
Don't know	3
Total	100
Number of Interviews	(397)

TECHNICAL APPENDIX

COMPOSITION OF THE SAMPLE

	Per cent %
Total	100.0
Sex	
Male	47.6
Female	52.4
	100.0
Age	
18 - 34 years	35.9
35 - 49 years	25.2
50 and older	38.5
Undesignated	0.4
	100.0
Education of Respondent	
Student	6.7
College	20.2
High School Graduate	36.2
Less than High School Graduate	36.6
Undesignated	0.3
	100.0
Annual Family Income	
$20,000 and over	16.3
$15,000 - $19,999	13.7
$10,000 - $14,999	28.1
$7,000 - $9,999	10.4
$5,000 - $6,999	10.8
Under $5,000	19.0
Undesignated	1.7
	100.0
Region of the Country	
New England: Maine, New Hampshire, Rhode Island, Connecticut, Vermont, Massachusetts	6.0
Middle Atlantic: New York, New Jersey, Pennsylvania, West Virginia, Delaware, Maryland, District of Columbia	20.8
East Central: Ohio, Indiana, Illinois, Michigan	18.0
West Central: Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Kansas, Nebraska, Missouri	10.3
Southeast: Kentucky, Tennessee, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi	19.5
Southwest: Texas, Arkansas, Oklahoma, Louisiana	7.8
Rocky Mountain: Arizona, New Mexico, Colorado, Nevada, Montana, Idaho, Wyoming, Utah	4.0
Pacific: California, Washington, Oregon, Alaska, Hawaii	13.6
	100.0

Continued ...

Continued . . .

Occupation of Head of Household	Per cent %
Professional & Business: Professional, technical and kindred workers, (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators).	12.9
Clerical & Sales: Clerical and kindred workers, (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., retail clerks, claims examiners).	12.5
Manual Workers: Foremen, craftsmen, and kindred workers (e.g, railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers (e.g., coal miners, truck drivers, butchers, apprentices); Service workers, laborers.	26.5
Farmers: Farm owners, farm managers, farm foremen; farm laborers.	2.4
Non-labor Force:	36.3
Undesignated	9.4
	100.0

Size of Community	
1,000,000 and over, including urban fringe	18.0
250,000 - 999,999, including urban fringe	20.7
50,000 - 249,999, including urban fringe	17.9
2,500 - 49,999	15.1
Under 2,500	28.3
	100.0

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home. All results reported including the composition of the sample are based on data in which a "times-at-home" weighting has been incorporated. The actual number of interviews made for various population groups are reported in the findings.

THE DESIGN OF THE SAMPLE

The Gallup Organization, Inc. maintains a national probability sample of interviewing areas that is used for all *TRENDS* surveys. *TRENDS* is the Gallup "omnibus" service. For each survey, a minimum of 750 individuals are personally interviewed. An independent sample of individuals is selected for each survey.

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size-regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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* Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31.

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. Ths size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 percent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance For Sampling Error of a Percentage

In Percentage Points (at 95 in 100 confidence level)*

	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500". The number at this point is 3, which means that the 33 percent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points (at 95 in 100 confidence level)*

TABLE A — Percentages near 20 or percentages near 80

Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B — Percentages near 50

Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 percent of men respond a certain way and 40 percent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? Let us consider a sample which contains approximately 750 men and 750 women.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750". We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 percent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 percent, say, and women's 24 percent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the two-point difference is inconclusive.

THE QUESTIONS ASKED

ALL RESPONDENTS WERE ASKED:

1. *As you know, a person can turn to many sources of information when he or she has a difficult question to answer, has a problem to resolve, or needs information about a particular subject. These sources of information can include a variety of items such as those on this card. Now, in the past two months, which of these, if any, can you recall having used to answer a question you had or to obtain information about a particular subject?* **(Respondents were handed a card which listed the following:)**

1. Newspapers	6. Pamphlets or other brochures
2. Encyclopedia	7. Friends/relatives/business acquaintances
3. Books	8. Radio
4. Magazines	9. Television
5. Business/trade publication	Other (Please specify)

THOSE WHO ANSWERED CATEGORIES 1-6 IN Q.1, WERE ASKED Q.2:

2. *Were any of the sources of information you mentioned obtained from a library?*

IF "YES" IN Q.2, RESPONDENTS WERE ASKED Q.3:

3. *Which ones?*

ALL RESPONDENTS WERE ASKED:

4. *In general, thinking about your information needs, how frequently do you use a library to help solve a difficult problem, or to find information you need on a specific subject -- very frequently, fairly frequently, only occasionally, hardly ever, or never?*

5. *Many people find they don't have as much time as they would like to spend reading. We would like to learn about the reading preferences of the public by asking you a few questions. First . . .when, as nearly as you can recall, did you last read any kind of book all the way through -- either a hardcover or a paperback?*

IF RESPONDENT HAD NOT READ A BOOK IN THE PAST YEAR HE WAS ASKED Q.6.

6. *Well then, could you tell me the last time you've read any part of a book -- not necessarily all the way through?*

ALL RESPONDENTS WERE ASKED:

7. *Now, thinking of that last book that you read either entirely or in part, did you read it for a school or work project or was it basically read for your own enjoyment?*

8. *Over the last year, how many books -- either hardcover or paperback -- would you guess you read either all the way through or a part of, just your best estimate?*

IF RESPONDENT HAD READ ONE OR MORE BOOKS, OR ANSWERED "DON'T KNOW", HE WAS ASKED QUESTION 9.

9. *Looking back over the last 12 months, which of these kinds of books did you happen to read?* (The interviewer read the following list).

Fiction (novels)

Non-fiction (True stories, biographies, etc.)

Specialty or reference books (dictionary, atlas, books on special subjects, etc.)

10. *Looking back over all the books you consulted or read over the last 12 months, where or how did you obtain these books?*

ALL RESPONDENTS WERE ASKED:

11. *Now, regardless of whether you've read these in the past 12 months, which of these types of books do you tend to read most often?* (The interviewer read the following list).

Fiction

Non-fiction

Specialty/reference books

12. *Do you generally read a newspaper just about everyday, or do you get to read newspapers only when you can find the time?*

ALL RESPONDENTS WERE ASKED:

13. *How many magazines, if any, do you read in a typical week, or don't you happen to read magazines as often as once a week?*

14. *Looking back over all the magazines you either obtained or read over the last 12 months, where or how did you obtain these magazines?*

15. *When, to the best of your memory, did you, yourself, last use the services of a library?*

IF RESPONDENT LAST USED A LIBRARY LESS THAN 3 YEARS AGO, HE WAS ASKED Q.16 & 17.

16. *What type of library did you use most recently, a public library, school library, private library, or business library?*

17. *Over the last 2 years, which other types of libraries did you use?*

IF RESPONDENT MENTIONED PUBLIC LIBRARY IN Q.16 OR 17, HE WAS ASKED Q.18-27.

18. *Over the last year, how many times would you guess you used the services of a public library?*

IF RESPONDENT USED PUBLIC LIBRARY ONE OR MORE TIMES OR ANSWERED "DON'T KNOW" IN Q.18, HE WAS ASKED Q. 19.

19. *Would you think back over the last three months and tell me how many times, if any, during this period you have gone to a public library?*

20. *How close to where you live is the public library that you use most often? That is, how many miles do you have to travel to reach it? Just your best estimate, please.*

21. *Do you ever have occasion to use a different public library further away from home? Why?*

22. *Thinking about the public library that you use most often, will you tell me all of the services that you can think of that it provides?*

23. *Some public libraries obviously offer more services than others because of funds available, space, etc. Thinking about the public library you use most often, which of the following services do you happen to know for certain that it provides, whether or not you have used it?* **(Respondents were handed a card which listed the following:)**

Book loans

Music listening areas

Reading areas

Magazine/newspaper collections

Micro-films of old books, newspapers

Phonograph record loans

Foreign language tapes/records

Art/painting/poster loans

Books for visually and physically handicapped people

Storytime periods for children

Book club groups

Inter-library loan service

Movies

Classes in remedial/speed reading

Public meeting rooms

Copying equipment

Adult, off-campus, independent learning

Reference, question, or research service

Classes in basic skills and crafts -- painting, flower arrangement, etc.

24. *And which of the services that your public library offers have you, yourself, ever used?* **(Respondents were instructed to look again at the card used in Q.23).**

25. *In general, how easy would you say it is for you, yourself, to use your public library -- very easy, fairly easy, not too easy, or not at all easy?*

26. *What, if anything, about your public library, do you find difficult or confusing?*

27. *Can you think of any ways that your public library could be changed to make it easier to use?* **(If respondent answered "yes", he was asked the following).** *In what way or ways?*

IF RESPONDENT HAD NOT USED A PUBLIC LIBRARY IN THE PAST 2 YEARS (Q.16 or 17), HE WAS ASKED Q.28-34.

28. *You mentioned that it has been some time since you used a public library. Would you tell me all the reasons you can think of for not using a public library in recent years?*

29. *Some people say that libraries are confusing to use because of the types of systems for locating books that they use. Do you agree very much, agree somewhat, or disagree?*

30. *Do you happen to know the street on which the nearest public library is located?*

31. *About how far from here is that public library? That is, how many miles do you have to travel to reach it? Just your best estimate, please.*

32. *How likely would you be to use a public library if there was one closer to your home, would you say you would definitely use it more often, probably use it more often, or would it make no difference?*

33. *Can you tell me all the types of services you would expect to find in a typical public library? Just your best guess.*

34. *Some libraries offer more services than others do. Looking at this list of services that libraries <u>might</u> provide, which do you think would be interesting to you? That is, those services that <u>might</u> convince you to use a library more often than you do. Name as many as you wish.* **(Respondents were shown the same card used for Q.23 & 24).**

ALL RESPONDENTS WERE ASKED:

35. *Do you happen to have any children living here between the ages of 5 and 12?*

IF RESPONDENT ANSWERED YES TO Q.35, HE WAS ASKED Q.36-38.

36. *What is the age and sex of your oldest* child between 5 and 12 years old?*

37. *Now, thinking only of this child, over the past year, has he/she used a <u>public</u> library other than a school library?*

38. *Aside from his/her use of a school library, how much encouragement is given to this child to use the <u>public</u> library? Would you say he/she is encouraged a great deal, somewhat, or not too much?*

ALL RESPONDENTS WERE ASKED:

39. *Can you think of any ways that the public library could perform a more valuable service to the community?*

40. *Can you tell me how your public library is funded, that is, who provides the money to operate it?*

41. *One final question . . . do you happen to have a <u>public</u> library card?*

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* There were two forms of this question. In Form II, respondents were questioned about the youngest child between 5 and 12 years of age.

CROSSTABULAR ANALYSIS

LIBRARIES -- NATIONAL

NOTE: In the following tables, under the header "Education," labels are defined as follows:

Student: Current full-time college or high school students.

College: Any college experience other than trade/technical school.

High School: High school graduate and/or with trade/technical school experience; no college experience

Grade School: Not a high school graduate; no trade/technical school experience, no college experience.

CROSSTABULAR ANALYSIS

LIBRARIES -- NATIONAL

	Table
Sources of Information Used in the Past Two Months	1
Frequency of Using the Library to Find Information	1
Were Sources of Information Obtained From Library	5
Sources of Information Obtained From a Library	9
Reason For Reading Last Book	14
When Last Book Read in Part or Whole	18
Number of Books Read Over the Past Year	18
Kinds of Books Read Over the Past 12 Months	22
Where Books Were Obtained	22
Types of Books Read Most Often	27
Frequency of Reading a Newspaper	27
Number of Magazines Read in a Typical Week	27
Where Magazines Were Obtained	31
When Library Last Used	35
Type of Library Used Most Often	39
Other Types of Libraries Used Over the Last Two Years	39
Number of Times The Public Library Used Over The Last Year	43
Number of Times The Public Library Used Over The Last Three Months	47
Miles To Public Library Used Most Often	51
Have Had Occasion To Use Different Library	51
Reasons Have Used A Different Library	55
Reasons Have Not Used A Different Library	60
Services Provided by the Public Library	65
Unaided Awareness of Additional Services Provided	85
Ease of Using The Public Library	89
Things Confusing About The Public Library	89
Are There Ways That The Public Library Could Be Easier To Use	93

	Table
Ways To Make The Public Library Easier To Use	97
Reasons For Not Using The Public Library	101
Are The Systems For Locating Books Confusing	105
Knowledge of Street On Which Library Is Located	105
Miles To The Public Library	105
Likelihood Of Using The Public Library More Often If It Were Closer	109
Services Would Expect To Find In A Typical Public Library	114
Services That Might Convince The Non-User To Use The Library More Often	122
Number of Children Between 5 - 12 Years Old In Household	126
Age and Sex of Child Between 5 - 12 Years Old	130
Has Child Used Public Library	134
How Much Encouragement Is Child Given To Use Public Library	134
Ways The Public Library Could Perform A More Valuable Service To The Community	139
Ways The Public Library Is Funded	143
Ownership Of A Public Library Card	143
Number of Interviews	147

SOURCES OF INFORMATION USED IN THE PAST TWO MONTHS
FREQUENCY OF USING THE LIBRARY TO FIND INFORMATION
BASED ON TOTAL SAMPLE

TABLE 1

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION										
	1696	807	889	654	425	611	137	406	629	523
NEWSPAPER	62.2	62.2	62.3	66.7	62.0	58.2	74.5	73.6	63.7	52.4
	757	314	443	277	237	237	89	189	284	193
ENCYCLOPEDIAS	27.8	24.2	31.0	28.3	34.5	22.6	48.4	34.2	28.7	19.3
	947	443	504	450	245	245	128	308	344	166
BOOKS	34.7	34.1	35.3	45.9	35.7	23.4	69.6	55.8	34.8	16.6
	1054	495	559	478	234	337	113	323	398	217
MAGAZINES	38.7	38.1	39.1	48.8	34.1	32.1	61.4	58.5	40.3	21.7
	489	270	219	197	172	117	58	219	175	37
BUSINESS/TRADE PUBLICATIONS	17.9	20.8	15.3	20.1	25.1	11.2	31.5	39.7	17.7	3.7
	611	291	320	301	161	146	67	229	249	65
PAMPHLETS/BROCHURES	22.4	22.4	22.4	30.7	23.5	13.9	36.4	41.5	25.2	6.5
	2241	1072	1169	852	579	801	176	515	844	702
NET OF ABOVE 6 SOURCES	82.2	82.6	81.9	86.9	84.4	76.4	95.7	93.3	85.4	70.3
	1146	520	626	548	298	296	116	291	478	260
FRIENDS/RELATIVES	42.0	40.1	43.8	55.9	43.4	28.2	63.0	52.7	48.4	26.1
	995	463	532	436	222	331	82	216	383	313
RADIO	36.5	35.7	37.3	44.5	32.4	31.6	44.6	39.1	38.8	31.4
	1492	694	798	560	315	612	106	293	543	549
TELEVISION	54.7	53.5	55.9	57.1	45.9	58.3	57.6	53.1	55.0	55.0
	122	46	76	47	20	53	9	38	46	29
OTHER	4.5	3.5	5.3	4.8	2.9	5.1	4.9	6.9	4.7	2.9
	74	38	36	8	16	50		11	20	43
NONE	2.7	2.9	2.5	.8	2.3	4.8		2.0	2.0	4.3
	14	10	4		4	10		6		8
DON'T KNOW	.5	.8	.3		.6	1.0		1.1		.8
FREQUENCY OF USE										
	176	99	77	91	47	37	47	67	38	24
VERY FREQUENTLY	6.5	7.6	5.4	9.3	6.9	3.5	25.5	12.1	3.8	2.4
	280	137	143	158	60	59	62	92	75	51
FAIRLY FREQUENTLY	10.3	10.6	10.0	16.1	8.7	5.6	33.7	16.7	7.6	5.1
	580	244	336	260	160	157	50	176	233	120
ONLY OCCASIONALLY	21.3	18.8	23.5	26.5	23.3	15.0	27.2	31.9	23.6	12.0
	723	326	397	253	210	258	16	129	333	244
HARDLY EVER	26.5	25.1	27.8	25.8	30.6	24.6	8.7	23.4	33.7	24.4
	963	488	475	218	205	538	9	84	309	559
NEVER	35.3	37.6	33.3	22.2	29.9	51.3	4.9	15.2	31.3	56.0
	4	4			4			4		
DON'T KNOW	.1	.3			.6			.7		

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SOURCES OF INFORMATION USED IN THE PAST TWO MONTHS
FREQUENCY OF USING THE LIBRARY TO FIND INFORMATION
BASED ON TOTAL SAMPLE

TABLE 2

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION											
	1696	255	241	463	580	284	116	251	382	434	212
NEWSPAPER	62.2	72.4	70.7	58.7	58.6	61.9	78.4	69.1	63.8	61.4	51.6
	757	123	107	185	275	119	31	126	241	153	74
ENCYCLOPEDIAS	27.8	34.9	31.4	23.4	27.8	25.9	20.9	34.7	40.2	21.6	18.0
	947	206	132	227	291	193	74	178	227	155	103
BOOKS	34.7	58.5	38.7	28.8	29.4	42.0	50.0	49.0	37.9	21.9	25.1
	1054	190	142	272	341	202	80	198	215	234	121
MAGAZINES	38.7	54.0	41.6	34.5	34.5	44.0	54.1	53.7	35.9	33.1	29.4
	489	166	81	102	96	76	36	82	151	89	44
BUSINESS/TRADE PUBLICATIONS	17.9	47.2	23.8	12.9	9.7	16.6	24.3	22.6	25.2	12.6	10.7
	611	139	108	146	162	134	60	105	146	108	53
PAMPHLETS/BROCHURES	22.4	39.5	31.7	18.5	16.4	29.2	40.5	28.9	24.4	15.3	12.9
	2241	323	309	631	766	383	133	329	512	566	290
NET OF ABOVE 6 SOURCES	82.2	91.8	90.6	80.0	77.5	83.4	89.9	90.6	85.5	80.1	70.6
	1146	208	196	277	337	246	80	219	264	213	112
FRIENDS/RELATIVES	42.0	59.1	57.5	35.1	34.1	53.6	54.1	60.3	44.1	30.1	27.3
	995	131	153	287	325	199	71	165	201	241	108
RADIO	36.5	37.2	44.9	36.4	32.9	43.4	48.0	45.5	33.6	34.1	26.3
	1492	186	193	395	570	261	90	205	294	407	223
TELEVISION	54.7	52.8	56.6	50.1	57.6	56.9	60.8	56.5	49.1	57.6	54.3
	122	33	9	28	44	21	6	20	29	26	17
OTHER	4.5	9.4	2.6	3.5	4.4	4.6	4.1	5.5	4.8	3.7	4.1
	74		1	27	42	5		3	13	29	21
NONE	2.7		.3	3.4	4.2	1.1		.8	2.2	4.1	5.1
	14	5		1	7				5	4	5
DON'T KNOW	.5	1.4		.1	.7				.8	.6	1.2
FREQUENCY OF USE											
	176	57	18	35	42	27	11	50	37	19	26
VERY FREQUENTLY	6.5	16.2	5.3	4.4	4.2	5.9	7.4	13.8	6.2	2.7	6.3
	280	46	31	88	86	45	26	84	56	38	25
FAIRLY FREQUENTLY	10.3	13.1	9.1	11.2	8.7	9.8	17.6	23.1	9.3	5.4	6.1
	580	94	96	149	166	102	51	107	153	96	64
ONLY OCCASIONALLY	21.3	26.7	28.2	18.9	16.8	22.2	34.5	29.5	25.5	13.6	15.6
	723	88	107	206	254	154	29	69	176	207	77
HARDLY EVER	26.5	25.0	31.4	26.1	25.7	33.6	19.6	19.0	29.4	29.3	18.7
	963	63	89	311	441	131	31	53	173	347	219
NEVER	35.3	17.9	26.1	39.4	44.6	28.5	20.9	14.6	28.9	49.1	53.3
	4	4							4		
DON'T KNOW	.1	1.1							.7		

SOURCES OF INFORMATION USED IN THE PAST TWO MONTHS
FREQUENCY OF USING THE LIBRARY TO FIND INFORMATION
BASED ON TOTAL SAMPLE

TABLE 3

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION													
NEWSPAPER	1696	102	400	312	175	281	134	63	229	218	240	346	892
	62.2	62.2	70.7	63.7	62.5	52.7	62.9	58.3	61.6	72.7	61.7	67.7	58.5
ENCYCLOPEDIAS	757	36	136	143	81	162	77	18	104	133	149	187	288
	27.8	22.0	24.0	29.2	28.9	30.4	36.2	16.7	28.0	44.3	38.3	36.6	18.9
BOOKS	947	57	198	173	83	161	61	46	168	200	207	231	309
	34.7	34.8	35.0	35.3	29.6	30.2	28.6	42.6	45.2	66.7	53.2	45.2	20.2
MAGAZINES	1054	67	224	204	121	137	58	55	188	184	190	272	408
	38.7	40.9	39.6	41.6	43.2	25.7	27.2	50.9	50.5	61.3	48.8	53.2	26.7
BUSINESS/TRADE PUBLICATIONS	489	32	91	112	48	70	18	32	86	88	111	135	155
	17.9	19.5	16.1	22.9	17.1	13.1	8.5	29.6	23.1	29.3	28.5	26.4	10.2
PAMPHLETS/BROCHURES	611	25	121	137	78	94	32	35	89	128	112	157	214
	22.4	15.2	21.4	28.0	27.9	17.6	15.0	32.4	23.9	42.7	28.8	30.7	14.0
NET OF ABOVE 6 SOURCES	2241	139	486	405	224	414	173	82	318	287	353	472	1129
	82.2	84.8	85.9	82.7	80.0	77.7	81.2	75.9	85.5	95.7	90.7	92.4	74.0
FRIENDS/RELATIVES	1146	46	231	240	119	210	84	54	162	159	188	270	529
	42.0	28.0	40.8	49.0	42.5	39.4	39.4	50.0	43.5	53.0	48.3	52.8	34.7
RADIO	995	67	206	167	122	164	96	42	131	131	130	219	515
	36.5	40.9	36.4	34.1	43.6	30.8	45.1	38.9	35.2	43.7	33.4	42.9	33.7
TELEVISION	1492	81	310	272	176	251	121	65	216	172	186	283	851
	54.7	49.4	54.8	55.5	62.9	47.1	56.8	60.2	58.1	57.3	47.8	55.4	55.8
OTHER	122	10	40	6	14	23	10	3	16	29	19	17	57
	4.5	6.1	7.1	1.2	5.0	4.3	4.7	2.8	4.3	9.7	4.9	3.3	3.7
NONE	74		12	9	10	19	4	6	14		9	3	62
	2.7		2.1	1.8	3.6	3.6	1.9	5.6	3.8		2.3	.6	4.1
DON'T KNOW	14		3	1		5	3	2			4		10
	.5		.5	.2		.9	1.4	1.9			1.0		.7
FREQUENCY OF USE													
VERY FREQUENTLY	176	12	34	30	12	39	10	8	31	86	30	43	17
	6.5	7.3	6.0	6.1	4.3	7.3	4.7	7.4	8.3	28.7	7.7	8.4	1.1
FAIRLY FREQUENTLY	280	26	36	41	26	57	16	19	59	83	83	76	38
	10.3	15.9	6.4	8.4	9.3	10.7	7.5	17.6	15.9	27.7	21.3	14.9	2.5
ONLY OCCASIONALLY	580	38	126	104	61	81	43	24	103	103	179	186	112
	21.3	23.2	22.3	21.2	21.8	15.2	20.2	22.2	27.7	34.3	46.0	36.4	7.3
HARDLY EVER	723	39	166	153	63	121	51	30	100	22	78	169	454
	26.5	23.8	29.3	31.2	22.5	22.7	23.9	27.8	26.9	7.3	20.1	33.1	29.8
NEVER	963	49	204	162	118	231	93	27	79	6	15	37	905
	35.3	29.9	36.0	33.1	42.1	43.3	43.7	25.0	21.2	2.0	3.9	7.2	59.3
DON'T KNOW	4					4					4		
	.1					.8					1.0		

SOURCES OF INFORMATION USED IN THE PAST TWO MONTHS
FREQUENCY OF USING THE LIBRARY TO FIND INFORMATION
BASED ON TOTAL SAMPLE

TABLE 4

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION								
	1696	243	316	558	579	207	1273	216
NEWSPAPER	62.2	41.4	61.2	66.0	74.5	66.6	65.0	47.4
	757	124	92	226	315	125	567	65
ENCYCLOPEDIAS	27.8	21.1	17.8	26.7	40.5	40.2	28.9	14.3
	947	146	76	261	464	164	739	44
BOOKS	34.7	24.9	14.7	30.9	59.7	52.7	37.7	9.6
	1054	100	106	391	457	140	843	71
MAGAZINES	38.7	17.0	20.5	46.2	58.8	45.0	43.0	15.6
	489	42	40	166	241	90	377	22
BUSINESS/TRADE PUBLICATIONS	17.9	7.2	7.8	19.6	31.0	28.9	19.2	4.8
	611	83	46	186	296	108	467	36
PAMPHLETS/BROCHURES	22.4	14.1	8.9	22.0	38.1	34.7	23.8	7.9
	2241	385	379	744	733	269	1700	272
NET OF ABOVE 6 SOURCES	82.2	65.6	73.4	87.9	94.3	86.5	86.8	59.6
	1146	211	166	353	416	169	829	148
FRIENDS/RELATIVES	42.0	35.9	32.2	41.7	53.5	54.3	42.3	32.5
	995	181	152	321	341	141	721	133
RADIO	36.5	30.8	29.5	37.9	43.9	45.3	36.8	29.2
	1492	312	282	464	434	184	1063	245
TELEVISION	54.7	53.2	54.7	54.8	55.9	59.2	54.3	53.7
	122	22	16	21	63	25	80	17
OTHER	4.5	3.7	3.1	2.5	8.1	8.0	4.1	3.7
	74	27	26	13	8		50	24
NONE	2.7	4.6	5.0	1.5	1.0		2.6	5.3
	14	2	5	7			2	12
DON'T KNOW	.5	.3	1.0	.8			.1	2.6
FREQUENCY OF USE								
	176	20	7	26	123	56	117	3
VERY FREQUENTLY	6.5	3.4	1.4	3.1	15.8	18.0	6.0	.7
	280	25	32	51	172	49	225	6
FAIRLY FREQUENTLY	10.3	4.3	6.2	6.0	22.1	15.8	11.5	1.3
	580	54	66	239	221	80	481	19
ONLY OCCASIONALLY	21.3	9.2	12.8	28.3	28.4	25.7	24.6	4.2
	723	164	119	297	143	67	532	124
HARDLY EVER	26.5	27.9	23.1	35.1	18.4	21.5	27.2	27.2
	963	324	292	229	118	59	604	300
NEVER	35.3	55.2	56.6	27.1	15.2	19.0	30.8	65.8
	4			4				4
DON'T KNOW	.1			.5				.9

WERE SOURCES OF INFORMATION OBTAINED FROM LIBRARY
BASED ON THOSE WHO MENTIONED CATEGORIES 1-6 AS SOURCES OF INFORMATION

TABLE 5

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2241	1072	1169	852	579	801	176	515	844	702
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED INFORMATION FROM LIBRARY										
YES	552	281	271	296	129	121	114	206	152	78
	24.6	26.2	23.2	34.7	22.3	15.1	64.8	40.0	18.0	11.1
NO	1665	782	883	554	439	669	62	306	682	613
	74.3	72.9	75.5	65.0	75.8	83.5	35.2	59.4	80.8	87.3
DON'T KNOW	24	9	15	2	11	11		3	10	11
	1.1	.8	1.3	.2	1.9	1.4		.6	1.2	1.6

WERE SOURCES OF INFORMATION OBTAINED FROM LIBRARY
BASED ON THOSE WHO MENTIONED CATEGORIES 1-6 AS SOURCES OF INFORMATION

TABLE 6

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2241	323	309	631	766	383	133	329	512	566	290
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED INFORMATION FROM LIBRARY											
YES	552	122	79	127	158	88	51	152	123	70	52
	24.6	37.8	25.6	20.1	20.6	23.0	38.3	46.2	24.0	12.4	17.9
NO	1665	198	230	496	596	293	82	177	380	492	229
	74.3	61.3	74.4	78.6	77.8	76.5	61.7	53.8	74.2	86.9	79.0
DON'T KNOW	24	3		8	12	2			9	4	9
	1.1	.9		1.3	1.6	.5			1.8	.7	3.1

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WERE SOURCES OF INFORMATION OBTAINED FROM LIBRARY
BASED ON THOSE WHO MENTIONED CATEGORIES 1-6 AS SOURCES OF INFORMATION

TABLE 7

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2241	139	486	405	224	414	173	82	318	287	353	472	1129
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED INFORMATION FROM LIBRARY													
YES	552	40	91	94	41	101	39	30	116	211	154	123	64
	24.6	28.8	18.7	23.2	18.3	24.4	22.5	36.6	36.5	73.5	43.6	26.1	5.7
NO	1665	91	392	309	181	309	132	52	199	75	194	345	1051
	74.3	65.5	80.7	76.3	80.8	74.6	76.3	63.4	62.6	26.1	55.0	73.1	93.1
DON'T KNOW	24	8	3	2	2	4	2		3	1	5	4	14
	1.1	5.8	.6	.5	.9	1.0	1.2		.9	.3	1.4	.8	1.2

WERE SOURCES OF INFORMATION OBTAINED FROM LIBRARY
BASED ON THOSE WHO MENTIONED CATEGORIES 1-6 AS SOURCES OF INFORMATION

TABLE 8

	TOTAL	READERSHIP SCALE LIGHT 0	1	2	HEAVY 3	LAST BOOK READ FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2241	385	379	744	733	269	1700	272
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED INFORMATION FROM LIBRARY								
YES	552	69	24	140	319	120	419	13
	24.6	17.9	6.3	18.8	43.5	44.6	24.6	4.8
NO	1665	313	348	597	407	146	1261	258
	74.3	81.3	91.8	80.2	55.5	54.3	74.2	94.9
DON'T KNOW	24	3	7	7	7	3	20	1
	1.1	.8	1.8	.9	1.0	1.1	1.2	.4

SOURCES OF INFORMATION OBTAINED FROM A LIBRARY
BASED ON THOSE WHO OBTAINED INFORMATION FROM A LIBRARY

TABLE 9

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	552	281	271	296	129	121	114	206	152	78
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION										
NEWSPAPERS	71	50	21	42	23	5	26	18	12	15
	12.9	17.8	7.7	14.2	17.8	4.1	22.8	8.7	7.9	19.2
ENCYCLOPEDIAS	132	71	61	81	34	16	45	46	25	15
	23.9	25.3	22.5	27.4	26.4	13.2	39.5	22.3	16.4	19.2
BOOKS	409	201	208	237	91	76	98	162	107	42
	74.1	71.5	76.8	80.1	70.5	62.8	86.0	78.6	70.4	53.8
MAGAZINES	144	74	70	89	34	19	41	59	27	16
	26.1	26.3	25.8	30.1	26.4	15.7	36.0	28.6	17.8	20.5
BUSINESS/TRADE PUBLICATIONS	87	63	24	35	25	27	26	46	11	4
	15.8	22.4	8.9	11.8	19.4	22.3	22.8	22.3	7.2	5.1
PAMPHLETS/BROCHURES	84	53	31	49	20	15	27	36	20	1
	15.2	18.9	11.4	16.6	15.5	12.4	23.7	17.5	13.2	1.3
OTHER	30	10	20	14	4	12	2	11	15	2
	5.4	3.6	7.4	4.7	3.1	9.9	1.8	5.3	9.9	2.6
DON'T KNOW	6	5	1	1		5		1	1	4
	1.1	1.8	.4	.3		4.1		.5	.7	5.1

SOURCES OF INFORMATION OBTAINED FROM A LIBRARY
BASED ON THOSE WHO OBTAINED INFORMATION FROM A LIBRARY

TABLE 10

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	552	122	79	127	158	88	51	152	123	70	52
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION											
NEWSPAPERS	71	18	7	13	21	5	10	27	20	4	4
	12.9	14.8	8.9	10.2	13.3	5.7	19.6	17.8	16.3	5.7	7.7
ENCYCLOPEDIAS	132	37	13	29	40	11	16	53	37	9	4
	23.9	30.3	16.5	22.8	25.3	12.5	31.4	34.9	30.1	12.9	7.7
BOOKS	409	102	56	91	109	63	44	126	83	38	41
	74.1	83.6	70.9	71.7	69.0	71.6	86.3	82.9	67.5	54.3	78.8
MAGAZINES	144	35	18	32	40	21	14	54	37	5	11
	26.1	28.7	22.8	25.2	25.3	23.9	27.5	35.5	30.1	7.1	21.2
BUSINESS/TRADE PUBLICATIONS	87	38	5	13	23	6	4	23	29	12	10
	15.8	31.1	6.3	10.2	14.6	6.8	7.8	15.1	23.6	17.1	19.2
PAMPHLETS/BROCHURES	84	30	13	15	16	10	5	34	22	8	5
	15.2	24.6	16.5	11.8	10.1	11.4	9.8	22.4	17.9	11.4	9.6
OTHER	30	7	8		14	6	1	7	12	4	
	5.4	5.7	10.1		8.9	6.8	2.0	4.6	9.8	5.7	
DON'T KNOW	6		1	4	1		1			5	
	1.1		1.3	3.1	.6		2.0			7.1	

SOURCES OF INFORMATION OBTAINED FROM A LIBRARY
BASED ON THOSE WHO OBTAINED INFORMATION FROM A LIBRARY

TABLE 11

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	552	40	91	94	41	101	39	30	116	211	154	123	64
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION													
NEWSPAPERS	71	2	7	12	5	19	15	2	9	26	13	26	6
	12.9	5.0	7.7	12.8	12.2	18.8	38.5	6.7	7.8	12.3	8.4	21.1	9.4
ENCYCLOPEDIAS	132	9	18	24	13	37	7	3	21	48	40	31	13
	23.9	22.5	19.8	25.5	31.7	36.6	17.9	10.0	18.1	22.7	26.0	25.2	20.3
BOOKS	409	25	73	77	27	61	25	26	95	166	113	92	38
	74.1	62.5	80.2	81.9	65.9	60.4	64.1	86.7	81.9	78.7	73.4	74.8	59.4
MAGAZINES	144	15	26	22	10	32	9	5	25	67	34	37	6
	26.1	37.5	28.6	23.4	24.4	31.7	23.1	16.7	21.6	31.8	22.1	30.1	9.4
BUSINESS/TRADE PUBLICATIONS	87	2	7	22	9	15	4	9	19	45	13	17	12
	15.8	5.0	7.7	23.4	22.0	14.9	10.3	30.0	16.4	21.3	8.4	13.8	18.8
PAMPHLETS/BROCHURES	84	3	14	20	8	19	2	4	14	40	13	25	6
	15.2	7.5	15.4	21.3	19.5	18.8	5.1	13.3	12.1	19.0	8.4	20.3	9.4
OTHER	30	7	8		2	7			6	14	3	7	6
	5.4	17.5	8.8		4.9	6.9			5.2	6.6	1.9	5.7	9.4
DON'T KNOW	6			1		5						2	4
	1.1			1.1		5.0						1.6	6.3

SOURCES OF INFORMATION OBTAINED FROM A LIBRARY
BASED ON THOSE WHO OBTAINED INFORMATION FROM A LIBRARY

TABLE 12

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	552	69	24	140	319	120	419	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SOURCES OF INFORMATION								
	71	9	3	9	50	27	44	
NEWSPAPERS	12.9	13.0	12.5	6.4	15.7	22.5	10.5	
	132	14	1	34	83	40	87	5
ENCYCLOPEDIAS	23.9	20.3	4.2	24.3	26.0	33.3	20.8	38.5
	409	57	18	84	250	98	306	5
BOOKS	74.1	82.6	75.0	60.0	78.4	81.7	73.0	38.5
	144	7	5	31	101	42	102	
MAGAZINES	26.1	10.1	20.8	22.1	31.7	35.0	24.3	
	87	7	3	19	58	32	53	2
BUSINESS/TRADE PUBLICATIONS	15.8	10.1	12.5	13.6	18.2	26.7	12.6	15.4
	84	4	2	8	70	31	50	3
PAMPHLETS/BROCHURES	15.2	5.8	8.3	5.7	21.9	25.8	11.9	23.1
	30			7	23	6	24	
OTHER	5.4			5.0	7.2	5.0	5.7	
	6		1	5			6	
DON'T KNOW	1.1		4.2	3.6			1.4	

SOURCES OF INFORMATION OBTAINED FROM A LIBRARY
BASED ON THOSE WHO OBTAINED INFORMATION FROM A LIBRARY

TABLE 13

		SOURCES OF INFORMATION											
	TOTAL	NEWS-PAPER	ENCY-CLO-PEDIA	BOOKS	MAGA-ZINES	TRADE MAGA-ZINES	PAM-PHLETS	FRIEND	RADIO	TELE-VISION	OTHER	NONE	DON'T KNOW
WEIGHTED BASE	552	399	278	458	384	205	265	300	262	304	58		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
SOURCES OF INFORMATION													
NEWSPAPERS	71	71	46	58	54	25	48	44	55	58	6		
	12.9	17.8	16.5	12.7	14.1	12.2	18.1	14.7	21.0	19.1	10.3		
ENCYCLOPEDIAS	132	98	132	99	98	55	73	75	72	82	6		
	23.9	24.6	47.5	21.6	25.5	26.8	27.5	25.0	27.5	27.0	10.3		
BOOKS	409	317	203	409	297	156	206	241	212	247	32		
	74.1	79.4	73.0	89.3	77.3	76.1	77.7	80.3	80.9	81.3	55.2		
MAGAZINES	144	108	88	112	144	68	88	98	88	91	11		
	26.1	27.1	31.7	24.5	37.5	33.2	33.2	32.7	33.6	29.9	19.0		
BUSINESS/TRADE PUBLICATIONS	87	63	50	70	68	87	54	56	41	44	12		
	15.8	15.8	18.0	15.3	17.7	42.4	20.4	18.7	15.6	14.5	20.7		
PAMPHLETS/BROCHURES	84	67	57	77	73	51	84	65	48	58	9		
	15.2	16.8	20.5	16.8	19.0	24.9	31.7	21.7	18.3	19.1	15.5		
OTHER	30	24	13	16	17	11	18	18	10	10	30		
	5.4	6.0	4.7	3.5	4.4	5.4	6.8	6.0	3.8	3.3	51.7		
DON'T KNOW	6	6		1	2	1	1	1	1	2			
	1.1	1.5		.2	.5	.5	.4	.3	.4	.7			

REASON FOR READING LAST BOOK
BASED ON TOTAL SAMPLE

TABLE 14

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHY LAST BOOK READ										
WORK OR SCHOOL	354	242	112	154	112	87	53	66	107	128
	13.0	18.6	7.8	15.7	16.3	8.3	28.8	12.0	10.8	12.8
OWN ENJOYMENT	2244	973	1271	788	537	910	124	450	851	816
	82.3	75.0	89.0	80.4	78.3	86.7	67.4	81.5	86.1	81.8
BOTH	83	53	30	35	25	22	7	27	24	24
	3.0	4.1	2.1	3.6	3.6	2.1	3.8	4.9	2.4	2.4
DON'T REMEMBER	45	30	15	3	12	30		9	6	30
	1.7	2.3	1.1	.3	1.7	2.9		1.6	.6	3.0

REASON FOR READING LAST BOOK
BASED ON TOTAL SAMPLE

TABLE 15

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHY LAST BOOK READ											
	354	66	45	149	62	53	28	70	92	68	31
WORK OR SCHOOL	13.0	18.8	13.2	18.9	6.3	11.5	18.9	19.3	15.4	9.6	7.5
	2244	258	292	595	880	385	115	282	467	606	364
OWN ENJOYMENT	82.3	73.3	85.6	75.4	89.0	83.9	77.7	77.7	78.0	85.7	88.6
	83	21	4	29	25	18	5	11	27	10	10
BOTH	3.0	6.0	1.2	3.7	2.5	3.9	3.4	3.0	4.5	1.4	2.4
	45	7		16	22	3			13	23	6
DON'T REMEMBER	1.7	2.0		2.0	2.2	.7			2.2	3.3	1.5

REASON FOR READING LAST BOOK
BASED ON TOTAL SAMPLE

TABLE 16

	TOTAL	REGION								USE OF PUBLIC LIBRARIES			
		NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH-EAST	SOUTH-WEST	ROCKY MOUNT-AIN	PACI-FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHY LAST BOOK READ													
WORK OR SCHOOL	354	22	69	57	41	67	32	10	56	41	44	66	203
	13.0	13.4	12.2	11.6	14.6	12.6	15.0	9.3	15.1	13.7	11.3	12.9	13.3
OWN ENJOYMENT	2244	136	479	419	229	417	176	93	295	246	321	427	1250
	82.3	82.9	84.6	85.5	81.8	78.2	82.6	86.1	79.3	82.0	82.5	83.6	81.9
BOTH	83	6	16	7	8	30	4		12	12	20	16	35
	3.0	3.7	2.8	1.4	2.9	5.6	1.9		3.2	4.0	5.1	3.1	2.3
DON'T REMEMBER	45		2	7	2	19	1	5	9	1	4	2	38
	1.7		.4	1.4	.7	3.6	.5	4.6	2.4	.3	1.0	.4	2.5

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REASON FOR READING LAST BOOK
BASED ON TOTAL SAMPLE

TABLE 17

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	911	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHY LAST BOOK READ								
	354	99	73	96	86	242		112
WORK OR SCHOOL	13.0	16.9	14.1	11.3	11.1	77.8		24.6
	2244	444	423	719	658		1954	290
OWN ENJOYMENT	82.3	75.6	82.0	85.0	84.7		99.7	63.6
	83	23	7	21	32	69		14
BOTH	3.0	3.9	1.4	2.5	4.1	22.2		3.1
	45	21	13	10	1		5	40
DON'T REMEMBER	1.7	3.6	2.5	1.2	.1		.3	8.8

WHEN LAST BOOK READ IN PART OR WHOLE
NUMBER OF BOOKS READ OVER THE PAST YEAR
BASED ON TOTAL SAMPLE

TABLE 18

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LAST BOOK READ IN PART OR WHOLE										
WITHIN THE PAST WEEK	846	334	512	347	228	264	85	247	303	210
	31.0	25.7	35.9	35.4	33.2	25.2	46.2	44.7	30.7	21.0
2-3 WEEKS AGO	349	162	187	152	73	124	41	85	116	106
	12.8	12.5	13.1	15.5	10.6	11.8	22.3	15.4	11.7	10.6
1 MONTH AGO	315	165	150	134	89	91	21	73	115	106
	11.6	12.7	10.5	13.7	13.0	8.7	11.4	13.2	11.6	10.6
2-3 MONTHS AGO	242	133	109	112	47	82	27	58	98	58
	8.9	10.2	7.6	11.4	6.9	7.8	14.7	10.5	9.9	5.8
4-5 MONTHS AGO	69	37	32	22	30	17	2	10	36	21
	2.5	2.9	2.2	2.2	4.4	1.6	1.1	1.8	3.6	2.1
6 MONTHS AGO	142	69	73	45	38	59	6	16	63	57
	5.2	5.3	5.1	4.6	5.5	5.6	3.3	2.9	6.4	5.7
7 MONTHS TO 1 YEAR AGO	307	139	168	89	69	147	1	27	139	140
	11.3	10.7	11.8	9.1	10.1	14.0	.5	4.9	14.1	14.0
2-5 YEARS AGO	112	55	57	32	33	47	1	8	52	51
	4.1	4.2	4.0	3.3	4.8	4.5	.5	1.4	5.3	5.1
OVER 5 YEARS AGO	174	101	73	18	31	125		6	38	130
	6.4	7.8	5.1	1.8	4.5	11.9		1.1	3.8	13.0
DON'T KNOW	170	103	67	29	48	93		22	28	119
	6.2	7.9	4.7	3.0	7.0	8.9		4.0	2.8	11.9
NUMBER OF BOOKS READ										
NONE	402	226	176	58	102	242	1	23	122	256
	14.7	17.4	12.3	5.9	14.9	23.1	.5	4.2	12.3	25.7
1-2 BOOKS	412	191	221	127	95	187	2	44	135	230
	15.1	14.7	15.5	13.0	13.8	17.8	1.1	8.0	13.7	23.0
3-5 BOOKS	483	214	269	188	129	165	16	88	204	174
	17.7	16.5	18.8	19.2	18.8	15.7	8.7	15.9	20.6	17.4
6-10 BOOKS	402	215	187	142	110	149	38	90	163	111
	14.7	16.6	13.1	14.5	16.0	14.2	20.7	16.3	16.5	11.1
11-20 BOOKS	349	152	197	150	100	98	44	95	135	75
	12.8	11.7	13.8	15.3	14.6	9.3	23.9	17.2	13.7	7.5
21-29 BOOKS	139	53	86	75	19	43	25	60	35	19
	5.1	4.1	6.0	7.7	2.8	4.1	13.6	10.9	3.5	1.9
30 OR MORE BOOKS	411	175	236	214	94	101	58	136	154	63
	15.1	13.5	16.5	21.8	13.7	9.6	31.5	24.6	15.6	6.3
DON'T KNOW/CAN'T REMEMBER	128	72	56	26	37	64		16	40	70
	4.7	5.5	3.9	2.7	5.4	6.1		2.9	4.0	7.0

WHEN LAST BOOK READ IN PART OR WHOLE
NUMBER OF BOOKS READ OVER THE PAST YEAR
BASED ON TOTAL SAMPLE

TABLE 19

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LAST BOOK READ IN PART OR WHOLE											
	846	135	122	225	273	149	50	146	213	168	109
WITHIN THE PAST WEEK	31.0	38.4	35.8	28.5	27.6	32.5	33.8	40.2	35.6	23.8	26.5
	349	55	40	83	140	65	30	54	59	81	54
2-3 WEEKS AGO	12.8	15.6	11.7	10.5	14.2	14.2	20.3	14.9	9.8	11.5	13.1
	315	51	35	102	96	69	19	46	67	68	45
1 MONTH AGO	11.6	14.5	10.3	12.9	9.7	15.0	12.8	12.7	11.2	9.6	10.9
	242	50	44	72	57	34	20	54	29	70	28
2-3 MONTHS AGO	8.9	14.2	12.9	9.1	5.8	7.4	13.5	14.9	4.8	9.9	6.8
	69	11	10	22	20	8	1	12	24	11	8
4-5 MONTHS AGO	2.5	3.1	2.9	2.8	2.0	1.7	.7	3.3	4.0	1.6	1.9
	142	11	19	39	61	30	4	11	23	49	21
6 MONTHS AGO	5.2	3.1	5.6	4.9	6.2	6.5	2.7	3.0	3.8	6.9	5.1
	307	19	48	81	128	53	12	24	85	88	42
7 MONTHS TO 1 YEAR AGO	11.3	5.4	14.1	10.3	12.9	11.5	8.1	6.6	14.2	12.4	10.2
	112	2	9	42	48	23	4	5	26	30	24
2-5 YEARS AGO	4.1	.6	2.6	5.3	4.9	5.0	2.7	1.4	4.3	4.2	5.8
	174	6	7	52	104	14	3	1	37	17	42
OVER 5 YEARS AGO	6.4	1.7	2.1	6.6	10.5	3.1	2.0	.3	6.2	10.9	10.2
	170	12	7	71	62	14	5	10	36	6	38
DON'T KNOW	6.2	3.4	2.1	9.0	6.3	3.1	3.4	2.8	6.0	9.2	9.2
NUMBER OF BOOKS READ											
	402	15	22	124	208	39	10	9	85	158	99
NONE	14.7	4.3	6.5	15.7	21.0	8.5	6.8	2.5	14.2	22.3	24.1
	412	29	49	134	161	74	26	27	76	129	77
1-2 BOOKS	15.1	8.2	14.4	17.0	16.3	16.1	17.6	7.4	12.7	18.2	18.7
	483	56	81	133	172	109	24	54	87	141	62
3-5 BOOKS	17.7	15.9	23.8	16.9	17.4	23.7	16.2	14.9	14.5	19.9	15.1
	402	75	59	129	100	50	19	73	107	83	65
6-10 BOOKS	14.7	21.3	17.3	16.3	10.1	10.9	12.8	20.1	17.9	11.7	15.8
	349	60	38	96	110	50	23	72	100	57	40
11-20 BOOKS	12.8	17.0	11.1	12.2	11.1	10.9	15.5	19.8	16.7	8.1	9.7
	139	16	32	31	48	31	14	27	26	24	11
21-29 BOOKS	5.1	4.5	9.4	3.9	4.9	6.8	9.5	7.4	4.3	3.4	2.7
	411	94	43	98	138	93	26	94	80	69	42
30 OR MORE BOOKS	15.1	26.7	12.6	12.4	14.0	20.3	17.6	25.9	13.4	9.8	10.2
	128	7	17	44	52	13	6	7	38	46	15
DON'T KNOW/CAN'T REMEMBER	4.7	2.0	5.0	5.6	5.3	2.8	4.1	1.9	6.3	6.5	3.6

WHEN LAST BOOK READ IN PART OR WHOLE
NUMBER OF BOOKS READ OVER THE PAST YEAR
BASED ON TOTAL SAMPLE

TABLE 20

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LAST BOOK READ IN PART OR WHOLE													
	846	46	169	169	92	151	52	45	122	192	158	185	311
WITHIN THE PAST WEEK	31.0	28.0	29.9	34.5	32.9	28.3	24.4	41.7	32.8	64.0	40.6	36.2	20.4
	349	28	63	50	31	81	23	13	60	45	72	72	160
2-3 WEEKS AGO	12.8	17.1	11.1	10.2	11.1	15.2	10.8	12.0	16.1	15.0	18.5	14.1	10.5
	315	21	58	50	39	62	33	10	42	28	51	64	172
1 MONTH AGO	11.6	12.8	10.2	10.2	13.9	11.6	15.5	9.3	11.3	9.3	13.1	12.5	11.3
	242	19	51	45	26	41	17	18	25	20	36	58	128
2-3 MONTHS AGO	8.9	11.6	9.0	9.2	9.3	7.7	8.0	16.7	6.7	6.7	9.3	11.4	8.4
	69	3	17	18	1	10	8	1	11	3	5	23	38
4-5 MONTHS AGO	2.5	1.8	3.0	3.7	.4	1.9	3.8	.9	3.0	1.0	1.3	4.5	2.5
	142	6	23	29	11	29	10	4	30	6	23	20	93
6 MONTHS AGO	5.2	3.7	4.1	5.9	3.9	5.4	4.7	3.7	8.1	2.0	5.9	3.9	6.1
	307	12	65	64	40	48	33	9	36	6	32	65	204
7 MONTHS TO 1 YEAR AGO	11.3	7.3	11.5	13.1	14.3	9.0	15.5	8.3	9.7	2.0	8.2	12.7	13.4
	112	5	41	11	19	18	6	1	11		3	8	101
2-5 YEARS AGO	4.1	3.0	7.2	2.2	6.8	3.4	2.8	.9	3.0		.8	1.6	6.6
	174	11	57	28	11	41	13	6	7		3	1	170
OVER 5 YEARS AGO	6.4	6.7	10.1	5.7	3.9	7.7	6.1	5.6	1.9		.8	.2	11.1
	170	13	22	26	10	52	18	1	28		6	15	149
DON'T KNOW	6.2	7.9	3.9	5.3	3.6	9.8	8.5	.9	7.5		1.5	2.9	9.8
NUMBER OF BOOKS READ													
	402	22	113	73	40	78	38	9	29	2	8	25	367
NONE	14.7	13.4	20.0	14.9	14.3	14.6	17.8	8.3	7.8	.7	2.1	4.9	24.0
	412	23	76	79	42	90	37	15	50	10	47	58	297
1-2 BOOKS	15.1	14.0	13.4	16.1	15.0	16.9	17.4	13.9	13.4	3.3	12.1	11.4	19.5
	483	28	102	94	39	103	45	15	57	16	65	108	294
3-5 BOOKS	17.7	17.1	18.0	19.2	13.9	19.3	21.1	13.9	15.3	5.3	16.7	21.1	19.3
	402	29	79	66	40	64	34	21	69	51	84	88	179
6-10 BOOKS	14.7	17.7	14.0	13.5	14.3	12.0	16.0	19.4	18.5	17.0	21.6	17.2	11.7
	349	35	65	56	46	63	17	18	49	51	81	92	125
11-20 BOOKS	12.8	21.3	11.5	11.4	16.4	11.8	8.0	16.7	13.2	17.0	20.8	18.0	8.2
	139	4	19	39	12	30	5	6	24	42	19	31	47
21-29 BOOKS	5.1	2.4	3.4	8.0	4.3	5.6	2.3	5.6	6.5	14.0	4.9	6.1	3.1
	411	17	87	72	49	61	32	19	74	127	74	90	120
30 OR MORE BOOKS	15.1	10.4	15.4	14.7	17.5	11.4	15.0	17.6	19.9	42.3	19.0	17.6	7.9
	128	6	25	11	12	44	5	5	20	1	11	19	97
DON'T KNOW/CAN'T REMEMBER	4.7	3.7	4.4	2.2	4.3	8.3	2.3	4.6	5.4	.3	2.8	3.7	6.4

WHEN LAST BOOK READ IN PART OR WHOLE
NUMBER OF BOOKS READ OVER THE PAST YEAR
BASED ON TOTAL SAMPLE

TABLE 21

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LAST BOOK READ IN PART OR WHOLE								
WITHIN THE PAST WEEK	846	119	85	113	529	97	749	
	31.0	20.3	16.5	13.4	68.1	31.2	38.2	
2-3 WEEKS AGO	349	56	70	99	124	51	298	
	12.8	9.5	13.6	11.7	16.0	16.4	15.2	
1 MONTH AGO	315	57	46	145	67	58	257	
	11.6	9.7	8.9	17.1	8.6	18.6	13.1	
2-3 MONTHS AGO	242	47	59	101	35	43	199	
	8.9	8.0	11.4	11.9	4.5	13.8	10.2	
4-5 MONTHS AGO	69	11	16	34	8	16	53	
	2.5	1.9	3.1	4.0	1.0	5.1	2.7	
6 MONTHS AGO	142	41	25	71	5	13	129	
	5.2	7.0	4.8	8.4	.6	4.2	6.6	
7 MONTHS TO 1 YEAR AGO	307	92	63	146	6	33	274	
	11.3	15.7	12.2	17.3	.8	10.6	14.0	
2-5 YEARS AGO	112	28	36	48				112
	4.1	4.8	7.0	5.7				24.6
OVER 5 YEARS AGO	174	64	66	42	2			174
	6.4	10.9	12.8	5.0	.3			38.2
DON'T KNOW	170	72	50	47	1			170
	6.2	12.3	9.7	5.6	.1			37.3
NUMBER OF BOOKS READ								
NONE	402	129	147	126		16	73	313
	14.7	22.0	28.5	14.9		5.1	3.7	68.6
1-2 BOOKS	412	146	102	164		24	335	53
	15.1	24.9	19.8	19.4		7.7	17.1	11.6
3-5 BOOKS	483	82	140	261		70	402	11
	17.7	14.0	27.1	30.9		22.5	20.5	2.4
6-10 BOOKS	402	66	97	239		59	337	6
	14.7	11.2	18.8	28.3		19.0	17.2	1.3
11-20 BOOKS	349	62			287	64	279	6
	12.8	10.6			36.9	20.6	14.2	1.3
21-29 BOOKS	139	12			127	24	114	1
	5.1	2.0			16.3	7.7	5.8	.2
30 OR MORE BOOKS	411	48			363	47	364	
	15.1	8.2			46.7	15.1	18.6	
DON'T KNOW/CAN'T REMEMBER	128	42	30	56		7	55	66
	4.7	7.2	5.8	6.6		2.3	2.8	14.5

KINDS OF BOOKS READ OVER THE PAST 12 MONTHS
WHERE BOOKS WERE OBTAINED
BASED ON THOSE WHO HAVE READ ONE BOOK OR MORE OVER THE PAST 12 MONTHS

TABLE 22

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2324	1072	1252	922	584	807	183	529	866	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
KINDS OF BOOKS										
FICTION	1347	550	797	618	345	379	112	353	548	332
	58.0	51.3	63.7	67.0	59.1	47.0	61.2	66.7	63.3	44.7
NON-FICTION	1198	527	671	549	290	353	129	343	443	282
	51.5	49.2	53.6	59.5	49.7	43.7	70.5	64.8	51.2	38.0
SPECIALTY/REFERENCE BOOKS	1066	534	532	419	290	352	122	32	337	279
	45.9	49.8	42.5	45.4	49.7	43.6	66.7	61.6	38.9	37.6
DON'T KNOW	125	61	64	35	26	63	12	21	22	69
	5.4	5.7	5.1	3.8	4.5	7.8	6.6	4.0	2.5	9.3
WHERE BOOKS WERE OBTAINED										
BOOKSTORE	843	371	472	369	215	255	117	273	285	168
	36.3	34.6	37.7	40.0	36.8	31.6	63.9	51.6	32.9	22.6
OTHER TYPE OF STORE	358	153	205	185	84	87	29	89	155	84
	15.4	14.3	16.4	20.1	14.4	10.8	15.8	16.8	17.9	11.3
NEWSSTAND	190	104	86	62	66	61	10	30	104	46
	8.2	9.7	6.9	6.7	11.3	7.6	5.5	5.7	12.0	6.2
LIBRARY	619	298	321	329	134	151	117	216	193	93
	26.6	27.8	25.6	35.7	22.9	18.7	63.9	40.8	22.3	12.5
BORROWED FROM FRIEND	857	328	529	366	226	263	65	202	332	256
	36.9	30.6	42.3	39.7	38.7	32.6	35.5	38.2	38.3	34.5
GIFT	232	92	140	55	41	135	10	59	65	97
	10.0	8.6	11.2	6.0	7.0	16.7	5.5	11.2	7.5	13.1
BOOK CLUB/SUBSCRIPTION	343	142	201	92	111	140	7	95	141	99
	14.8	13.2	16.1	10.0	19.0	17.3	3.8	18.0	16.3	13.3
OTHER	311	147	164	115	75	120	13	56	126	116
	13.4	13.7	13.1	12.5	12.8	14.9	7.1	10.6	14.5	15.6
DON'T KNOW	78	41	37	28	21	29	8	19	16	34
	3.4	3.8	3.0	3.0	3.6	3.6	4.4	3.6	1.8	4.6

KINDS OF BOOKS READ OVER THE PAST 12 MONTHS
WHERE BOOKS WERE OBTAINED
BASED ON THOSE WHO HAVE READ ONE BOOK OR MORE OVER THE PAST 12 MONTHS

TABLE 23

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2324	337	319	665	781	420	138	354	514	549	312
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
KINDS OF BOOKS											
FICTION	1347	215	211	339	439	265	91	255	282	274	158
	58.0	63.8	66.1	51.0	56.2	63.1	65.9	72.0	54.9	49.9	50.6
NON-FICTION	1198	203	192	310	382	241	84	219	259	238	133
	51.5	60.2	60.2	46.6	48.9	57.4	60.9	61.9	50.4	43.4	42.6
SPECIALTY/REFERENCE BOOKS	1066	208	142	315	375	170	65	177	262	231	139
	45.9	61.7	44.5	47.4	48.3	40.5	47.1	50.0	51.0	42.1	44.6
DON'T KNOW	125	18	3	37	57	14	2	19	28	33	28
	5.4	5.3	.9	5.6	7.3	3.3	1.4	5.4	5.4	6.0	9.0
WHERE BOOKS WERE OBTAINED											
BOOKSTORE	843	172	135	220	245	132	61	169	195	156	116
	36.3	51.0	42.3	33.1	31.4	31.4	44.2	47.7	37.9	28.4	37.2
OTHER TYPE OF STORE	358	72	53	95	107	102	22	60	84	55	30
	15.4	21.4	16.6	14.3	13.7	24.3	15.9	16.9	16.3	10.0	9.6
NEWSSTAND	190	33	20	64	45	31	11	20	55	41	31
	8.2	9.8	6.3	9.6	5.8	7.4	8.0	5.6	10.7	7.5	9.9
LIBRARY	619	125	78	158	173	105	53	166	136	76	70
	26.6	37.1	24.5	23.8	22.2	25.0	38.4	46.9	26.5	13.8	22.4
BORROWED FROM FRIEND	857	102	138	217	308	153	57	155	197	174	110
	36.9	30.3	43.3	32.6	39.4	36.4	41.3	43.8	38.3	31.7	35.3
GIFT	232	27	19	68	100	25	2	28	38	84	54
	10.0	8.0	6.0	10.2	12.8	6.0	1.4	7.9	7.4	15.3	17.3
BOOK CLUB/SUBSCRIPTION	343	57	49	77	127	61	10	21	80	114	53
	14.8	16.9	15.4	11.6	16.3	14.5	7.2	5.9	15.6	20.8	17.0
OTHER	311	49	21	104	114	57	14	41	80	88	23
	13.4	14.5	6.6	15.6	14.6	13.6	10.1	11.6	15.6	16.0	7.4
DON'T KNOW	78	15	2	26	29	12		16	22	19	9
	3.4	4.5	.6	3.9	3.7	2.9		4.5	4.3	3.5	2.9

KINDS OF BOOKS READ OVER THE PAST 12 MONTHS
WHERE BOOKS WERE OBTAINED
BASED ON THOSE WHO HAVE READ ONE BOOK OR MORE OVER THE PAST 12 MONTHS

TABLE 24

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2324	142	453	417	240	455	175	99	343	298	381	486	1159
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
KINDS OF BOOKS													
FICTION	1347	89	263	247	126	240	102	61	219	205	245	325	572
	58.0	62.7	58.1	59.2	52.5	52.7	58.3	61.6	63.8	68.8	64.3	66.9	49.4
NON-FICTION	1198	74	232	236	116	210	75	61	194	218	236	277	467
	51.5	52.1	51.2	56.6	48.3	46.2	42.9	61.6	56.6	73.2	61.9	57.0	40.3
SPECIALTY/REFERENCE BOOKS	1066	61	176	181	106	213	93	58	178	172	190	242	462
	45.9	43.0	38.9	43.4	44.2	46.8	53.1	58.6	51.9	57.7	49.9	49.8	39.9
DON'T KNOW	125	6	29	7	22	33	15		13	4	10	14	97
	5.4	4.2	6.4	1.7	9.2	7.3	8.6		3.8	1.3	2.6	2.9	8.4
WHERE BOOKS WERE OBTAINED													
BOOKSTORE	843	50	203	132	60	158	53	51	136	139	167	216	321
	36.3	35.2	44.8	31.7	25.0	34.7	30.3	51.5	39.7	46.6	43.8	44.4	27.7
OTHER TYPE OF STORE	358	24	59	53	17	58	43	18	47	43	72	90	153
	15.4	16.9	12.8	22.3	7.1	12.7	24.6	18.2	13.7	14.4	18.9	18.5	13.2
NEWSSTAND	190	5	41	27	11	54	18	12	22	17	18	57	98
	8.2	3.5	9.1	6.5	4.6	11.9	10.3	12.1	6.4	5.7	4.7	11.7	8.5
LIBRARY	619	38	119	110	54	97	50	34	117	240	178	141	60
	26.6	26.8	26.3	26.4	22.5	21.3	28.6	34.3	34.1	80.5	46.7	29.0	5.2
BORROWED FROM FRIEND	857	59	160	148	88	168	71	38	125	98	157	180	422
	36.9	41.5	35.3	35.5	36.7	36.9	40.6	38.4	36.4	32.9	41.2	37.0	36.4
GIFT	232	2	41	24	27	60	30	10	38	31	32	40	129
	10.0	1.4	9.1	5.8	11.3	13.2	17.1	10.1	11.1	10.4	8.4	8.2	11.1
BOOK CLUB/SUBSCRIPTION	343	24	44	71	55	58	24	4	63	40	54	77	172
	14.8	16.9	9.7	17.0	22.9	12.7	13.7	4.0	18.4	13.4	14.2	15.8	14.8
OTHER	311	14	60	72	42	53	19	10	41	22	56	55	178
	13.4	9.9	13.2	17.3	17.5	11.6	10.9	10.1	12.0	7.4	14.7	11.3	15.4
DON'T KNOW	78	6	15	5	20	23	2		7	3	9	10	56
	3.4	4.2	3.3	1.2	8.3	5.1	1.1		2.0	1.0	2.4	2.1	4.8

KINDS OF BOOKS READ OVER THE PAST 12 MONTHS
WHERE BOOKS WERE OBTAINED
BASED ON THOSE WHO HAVE READ ONE BOOK OR MORE OVER THE PAST 12 MONTHS

TABLE 25

	TOTAL	READERSHIP SCALE LIGHT 0	1	2	HEAVY 3	LAST BOOK READ FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2324	458	369	720	777	295	1886	143
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
KINDS OF BOOKS								
	1347	225	153	404	565	122	1192	33
FICTION	58.0	49.1	41.5	56.1	72.7	41.4	63.2	23.1
	1198	196	137	313	552	143	1033	22
NON-FICTION	51.5	42.8	37.1	43.5	71.0	48.5	54.8	15.4
	1066	203	146	261	456	218	807	41
SPECIALTY/REFERENCE BOOKS	45.9	44.3	39.6	36.3	58.7	73.9	42.8	28.7
	125	40	34	32	19	15	57	53
DON'T KNOW	5.4	8.7	9.2	4.4	2.4	5.1	3.0	37.1
WHERE BOOKS WERE OBTAINED								
	843	120	64	248	411	119	705	19
BOOKSTORE	36.3	26.2	17.3	34.4	52.9	40.3	37.4	13.3
	358	60	36	99	163	39	311	8
OTHER TYPE OF STORE	15.4	13.1	9.8	13.8	21.0	13.2	16.5	5.6
	190	27	29	57	77	18	171	1
NEWSSTAND	8.2	5.9	7.9	7.9	9.9	6.1	9.1	.7
	619	70	58	131	360	131	487	1
LIBRARY	26.6	15.3	15.7	18.2	46.3	44.4	25.8	.7
	857	183	113	269	292	68	749	40
BORROWED FROM FRIEND	36.9	40.0	30.6	37.4	37.6	23.1	39.7	28.0
	232	38	55	60	79	12	213	7
GIFT	10.0	8.3	14.9	8.3	10.2	4.1	11.3	4.9
	343	42	43	100	158	32	299	12
BOOK CLUB/SUBSCRIPTION	14.8	9.2	11.7	13.9	20.3	10.8	15.9	8.4
	311	73	74	68	96	73	210	28
OTHER	13.4	15.9	20.1	9.4	12.4	24.7	11.1	19.6
	78	16	23	21	18	12	29	37
DON'T KNOW	3.4	3.5	6.2	2.9	2.3	4.1	1.5	25.9

KINDS OF BOOKS READ OVER THE PAST 12 MONTHS
WHERE BOOKS WERE OBTAINED
BASED ON THOSE WHO HAVE READ ONE BOOK OR MORE OVER THE PAST 12 MONTHS

TABLE 26

	TOTAL	KINDS OF BOOKS READ: FICTION	NON-FICTION	REFERENCE	DON'T KNOW
WEIGHTED BASE	2324	1347	1198	1066	125
	100.0	100.0	100.0	100.0	100.0
KINDS OF BOOKS					
FICTION	1347	1347	720	559	
	58.0	100.0	60.1	52.4	
NON-FICTION	1198	720	1198	573	
	51.5	53.5	100.0	53.8	
SPECIALTY/REFERENCE BOOKS	1066	559	573	1066	
	45.9	41.5	47.8	100.0	
DON'T KNOW	125				125
	5.4				100.0
WHERE BOOKS WERE OBTAINED					
BOOKSTORE	843	544	550	484	13
	36.3	40.4	45.9	45.4	10.4
OTHER TYPE OF STORE	358	247	237	192	6
	15.4	18.3	19.8	18.0	4.8
NEWSSTAND	190	124	95	80	
	8.2	9.2	7.9	7.5	
LIBRARY	619	452	422	383	4
	26.6	33.6	35.2	35.9	3.2
BORROWED FROM FRIEND	857	613	506	369	12
	36.9	45.5	42.2	34.6	9.6
GIFT	232	138	127	125	4
	10.0	10.2	10.6	11.7	3.2
BOOK CLUB/SUBSCRIPTION	343	207	215	205	4
	14.8	15.4	17.9	19.2	3.2
OTHER	311	150	145	207	12
	13.4	11.1	12.1	19.4	9.6
DON'T KNOW	78				78
	3.4				62.4

TYPES OF BOOKS READ MOST OFTEN
FREQUENCY OF READING A NEWSPAPER
NUMBER OF MAGAZINES READ IN A TYPICAL WEEK
BASED ON TOTAL SAMPLE

TABLE 27

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS READ MOST OFTEN	1132	464	668	481	287	362	85	212	463	370
FICTION	41.5	35.7	46.8	49.1	41.8	34.5	46.2	38.4	46.9	37.1
	824	377	447	274	197	349	52	179	288	304
NON-FICTION	30.2	29.0	31.3	28.0	28.7	33.3	28.3	32.4	29.1	30.5
	817	469	348	259	226	326	67	197	266	286
SPECIALTY/REFERENCE BOOKS	30.0	36.1	24.4	26.4	32.9	31.1	36.4	35.7	26.9	28.7
	79	52	27	7	14	58		5	8	66
DON'T KNOW	2.9	4.0	1.9	.7	2.0	5.5		.9	.8	6.6
FREQUENCY OF READING A NEWSPAPER	1789	883	906	528	483	770	120	415	657	595
EVERYDAY	65.6	68.0	63.4	53.9	70.4	73.4	65.2	75.2	66.5	59.6
	916	407	509	446	195	272	64	132	328	390
NOT EVERYDAY	33.6	31.4	35.6	45.5	28.4	25.9	34.8	23.9	33.2	39.1
	21	8	13	6	8	7		5	3	13
DON'T KNOW	.8	.6	.9	.6	1.2	.7		.9	.3	1.3
NUMBER OF MAGAZINES READ	1192	546	646	374	280	534	36	141	401	612
LESS THAN ONE PER WEEK	43.7	42.1	45.2	38.2	40.8	50.9	19.6	25.5	40.6	61.3
	580	268	312	248	162	168	55	118	265	142
ONE	21.3	20.6	21.8	25.3	23.6	16.0	29.9	21.4	26.8	14.2
	423	208	215	168	110	144	36	94	172	121
TWO	15.5	16.0	15.1	17.1	16.0	13.7	19.6	17.0	17.4	12.1
	488	255	233	176	127	182	55	197	143	91
THREE OR MORE	17.9	19.6	16.3	18.0	18.5	17.3	29.9	35.7	14.5	9.1
	43	21	22	14	7	21	2	2	7	32
DON'T KNOW	1.6	1.6	1.5	1.4	1.0	2.0	1.1	.4	.7	3.2

TYPES OF BOOKS READ MOST OFTEN
FREQUENCY OF READING A NEWSPAPER
NUMBER OF MAGAZINES READ IN A TYPICAL WEEK
BASED ON TOTAL SAMPLE

TABLE 28

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS READ MOST OFTEN											
	1132	118	167	305	407	223	67	186	227	258	155
FICTION	41.5	33.5	49.0	38.7	41.2	48.6	45.3	51.2	37.9	36.5	37.7
	824	95	107	226	323	136	44	92	182	236	120
NON-FICTION	30.2	27.0	31.4	28.6	32.7	29.6	29.7	25.3	30.4	33.4	29.2
	817	154	78	255	268	106	54	96	201	197	146
SPECIALTY/REFERENCE BOOKS	30.0	43.8	22.9	32.3	27.1	23.1	36.5	26.4	33.6	27.9	35.5
	79	5	1	32	41	7			18	46	8
DON'T KNOW	2.9	1.4	.3	4.1	4.1	1.5			3.0	6.5	1.9
FREQUENCY OF READING A NEWSPAPER											
	1789	265	211	471	684	245	69	208	425	546	264
EVERYDAY	65.6	75.3	61.9	59.7	69.2	53.4	46.6	57.3	71.0	77.2	64.2
	916	82	130	308	299	208	79	155	166	157	144
NOT EVERYDAY	33.6	23.3	38.1	39.0	30.2	45.3	53.4	42.7	27.7	22.2	35.0
	21	5		10	6	6			8	4	3
DON'T KNOW	.8	1.4		1.3	.6	1.3			1.3	.6	.7
NUMBER OF MAGAZINES READ											
	1192	91	145	359	507	193	49	128	236	345	224
LESS THAN ONE PER WEEK	43.7	25.9	42.5	45.5	51.3	42.0	33.1	35.3	39.4	48.8	54.5
	580	79	82	166	169	105	48	91	126	140	59
ONE	21.3	22.4	24.0	21.0	17.1	22.9	32.4	25.1	21.0	19.8	14.4
	423	53	38	142	146	89	18	59	109	94	48
TWO	15.5	15.1	11.1	18.0	14.8	19.4	12.2	16.3	18.2	13.3	11.7
	488	128	72	103	151	63	33	80	116	120	72
THREE OR MORE	17.9	36.4	21.1	13.1	15.3	13.7	22.3	22.0	19.4	17.0	17.5
	43	1	4	19	16	9		5	12	8	8
DON'T KNOW	1.6	.3	1.2	2.4	1.6	2.0		1.4	2.0	1.1	1.9

TYPES OF BOOKS READ MOST OFTEN
FREQUENCY OF READING A NEWSPAPER
NUMBER OF MAGAZINES READ IN A TYPICAL WEEK
BASED ON TOTAL SAMPLE

TABLE 29

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS READ MOST OFTEN													
	1132	66	255	212	111	205	84	40	159	143	159	249	581
FICTION	41.5	40.2	45.1	43.3	39.6	38.5	39.4	37.0	42.7	47.7	40.9	48.7	38.1
	824	46	201	156	99	128	52	36	106	96	126	161	441
NON-FICTION	30.2	28.0	35.5	31.8	35.4	24.0	24.4	33.3	28.5	32.0	32.4	31.5	28.9
	817	52	133	133	85	185	77	29	123	98	130	131	458
SPECIALTY/REFERENCE BOOKS	30.0	31.7	23.5	27.1	30.4	34.7	36.2	26.9	33.1	32.7	33.4	25.6	30.0
	79	3	7	16	2	34	3	5	9		4		75
DON'T KNOW	2.9	1.8	1.2	3.3	.7	6.4	1.4	4.6	2.4		1.0		4.9
FREQUENCY OF READING A NEWSPAPER													
	1789	98	422	343	189	314	120	53	250	221	268	350	950
EVERYDAY	65.6	59.8	74.6	70.0	67.5	58.9	56.3	49.1	67.2	73.7	68.9	68.5	62.3
	916	66	144	146	91	204	89	54	122	79	117	161	559
NOT EVERYDAY	33.6	40.2	25.4	29.8	32.5	38.3	41.8	50.0	32.8	26.3	30.1	31.5	36.6
	21			1		15	4	1			4		17
DON'T KNOW	.8			.2		2.8	1.9	.9			1.0		1.1
NUMBER OF MAGAZINES READ													
	1192	60	230	223	120	250	130	41	138	63	117	163	849
LESS THAN ONE PER WEEK	43.7	36.6	40.6	45.5	42.9	46.9	61.0	38.0	37.1	21.0	30.1	31.9	55.6
	580	37	109	117	72	108	32	20	85	75	123	117	265
ONE	21.3	22.6	19.3	23.9	25.7	20.3	15.0	18.5	22.8	25.0	31.6	22.9	17.4
	423	34	108	75	41	59	24	23	59	57	77	98	191
TWO	15.5	20.7	19.1	15.3	14.6	11.1	11.3	21.3	15.9	19.0	19.8	19.2	12.5
	488	29	119	75	46	93	18	23	85	104	69	131	184
THREE OR MORE	17.9	17.7	21.0	15.3	16.4	17.4	8.5	21.3	22.8	34.7	17.7	25.6	12.1
	43	4			1	23	9	1	5	1	3	2	37
DON'T KNOW	1.6	2.4			.4	4.3	4.2	.9	1.3	.3	.8	.4	2.4

TYPES OF BOOKS READ MOST OFTEN
FREQUENCY OF READING A NEWSPAPER
NUMBER OF MAGAZINES READ IN A TYPICAL WEEK
BASED ON TOTAL SAMPLE

TABLE 30

	TOTAL	READERSHIP SCALE LIGHT 0	1	2	HEAVY 3	LAST BOOK READ FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS READ MOST OFTEN								
	1132	201	198	354	379	55	905	172
FICTION	41.5	34.2	38.4	41.8	48.8	17.7	46.2	37.7
	824	176	139	269	240	68	645	111
NON-FICTION	30.2	30.0	26.9	31.8	30.9	21.9	32.9	24.3
	817	201	162	240	214	210	494	113
SPECIALTY/REFERENCE BOOKS	30.0	34.2	31.4	28.4	27.5	67.5	25.2	24.8
	79	34	27	18			13	66
DON'T KNOW	2.9	5.8	5.2	2.1			.7	14.5
FREQUENCY OF READING A NEWSPAPER								
	1789		516	642	631	209	1331	249
EVERYDAY	65.6		100.0	75.9	81.2	67.2	67.9	54.6
	916	570		200	146	102	628	186
NOT EVERYDAY	33.6	97.1		23.6	18.8	32.8	32.1	40.8
	21	17		4				21
DON'T KNOW	.8	2.9		.5				4.6
NUMBER OF MAGAZINES READ								
	1192	563	501		128	105	794	293
LESS THAN ONE PER WEEK	43.7	95.9	97.1		16.5	33.8	40.5	64.3
	580			371	209	87	420	73
ONE	21.3			43.9	26.9	28.0	21.4	16.0
	423			262	161	39	345	39
TWO	15.5			31.0	20.7	12.5	17.6	8.6
	488			213	275	80	381	27
THREE OR MORE	17.9			25.2	35.4	25.7	19.4	5.9
	43	24	15		4		19	24
DON'T KNOW	1.6	4.1	2.9		.5		1.0	5.3

WHERE MAGAZINES WERE OPTAINED
BASED ON TOTAL SAMPLE

TABLE 31

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHERE MAGAZINES OBTAINED										
BOOKSTORE	128	67	61	57	33	37	17	31	51	29
	4.7	5.2	4.3	5.8	4.8	3.5	9.2	5.6	5.2	2.9
OTHER TYPE OF STORE	348	112	236	178	98	70	35	45	165	103
	12.8	8.6	16.5	18.2	14.3	6.7	19.0	8.2	16.7	10.3
NEWSSTAND	344	172	172	165	78	99	31	61	149	103
	12.6	13.3	12.0	16.8	11.4	9.4	16.8	11.1	15.1	10.3
LIBRARY	118	72	46	73	18	25	41	41	27	8
	4.3	5.5	3.2	7.4	2.6	2.4	22.3	7.4	2.7	.8
BORROWED FROM FRIEND	502	208	294	194	111	196	36	68	169	228
	18.4	16.0	20.6	19.8	16.2	18.7	19.6	12.3	17.1	22.8
GIFT	105	40	65	21	25	59	2	9	46	47
	3.9	3.1	4.6	2.1	3.6	5.6	1.1	1.6	4.7	4.7
BOOKCLUB/SUBSCRIPTION	1431	696	735	471	358	598	111	390	549	379
	52.5	53.6	51.5	48.1	52.2	57.0	60.3	70.7	55.6	38.0
OFFICE WAITING ROOM	57	9	48	26	14	16	2	12	13	30
	2.1	.7	3.4	2.7	2.0	1.5	1.1	2.2	1.3	3.0
OTHER	263	125	138	76	79	107	10	43	75	135
	9.6	9.6	9.7	7.8	11.5	10.2	5.4	7.8	7.6	13.5
DON'T READ	73	52	21	17	16	40		3	19	50
	2.7	4.0	1.5	1.7	2.3	3.8		.5	1.9	5.0
DON'T KNOW	59	33	26	20	13	25	2	6	17	34
	2.2	2.5	1.8	2.0	1.9	2.4	1.1	1.1	1.7	3.4

WHERE MAGAZINES WERE OBTAINED
BASED ON TOTAL SAMPLE

TABLE 32

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHERE MAGAZINES OBTAINED											
	128	22	22	39	33	19	10	27	27	25	18
BOOKSTORE	4.7	6.3	6.5	4.9	3.3	4.1	6.8	7.4	4.5	3.5	4.4
	348	35	71	85	110	83	21	71	72	56	36
OTHER TYPE OF STORE	12.8	9.9	20.8	10.8	11.1	18.1	14.2	19.6	12.0	7.9	8.8
	344	39	38	120	102	68	30	67	56	63	58
NEWSSTAND	12.6	11.1	11.1	15.2	10.3	14.8	20.3	18.5	9.3	8.9	14.1
	118	29	15	27	38	19	12	42	22	7	14
LIBRARY	4.3	8.2	4.4	3.4	3.8	4.1	8.1	11.6	3.7	1.0	3.4
	502	43	55	141	216	84	28	79	101	97	107
BORROWED FROM FRIEND	18.4	12.2	16.1	17.9	21.8	18.3	18.9	21.8	16.9	13.7	26.0
	105	9	8	33	49	11		10	18	34	32
GIFT	3.9	2.6	2.3	4.2	5.0	2.4		2.8	3.0	4.8	7.8
	1431	239	178	361	527	240	68	158	339	426	179
BOOKCLUB/SUBSCRIPTION	52.5	67.9	52.2	45.8	53.3	52.3	45.9	43.5	56.6	60.3	43.6
	57	4	5	21	21	12		14	12	12	6
OFFICE WAITING ROOM	2.1	1.1	1.5	2.7	2.1	2.6		3.9	2.0	1.7	1.5
	263	28	36	84	87	25	17	32	79	68	39
OTHER	9.6	8.0	10.6	10.6	8.8	5.4	11.5	8.8	13.2	9.6	9.5
	73	8	11	25	25	8	2	7	14	28	14
DON'T READ	2.7	2.3	3.2	3.2	2.5	1.7	1.4	1.9	2.3	4.0	3.4
	59	6	6	23	20	10	3	7	11	10	17
DON'T KNOW	2.2	1.7	1.8	2.9	2.0	2.2	2.0	1.9	1.8	1.4	4.1

WHERE MAGAZINES WERE OBTAINED
BASED ON TOTAL SAMPLE

TABLE 33

		REGION								USE OF PUBLIC LIBRARIES			
WEIGHTED BASE	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT-AIN	PACI-FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHERE MAGAZINES OBTAINED													
BOOKSTORE	128	13	33	20	16	25	9	1	11	17	21	40	50
	4.7	7.9	5.8	4.1	5.7	4.7	4.2	.9	3.0	5.7	5.4	7.8	3.3
OTHER TYPE OF STORE	348	14	56	74	35	68	31	17	53	46	61	87	154
	12.8	8.5	9.9	15.1	12.5	12.8	14.6	15.7	14.2	15.3	15.7	17.0	10.1
NEWSSTAND	344	20	100	53	17	64	22	28	40	45	34	85	180
	12.6	12.2	17.7	10.8	6.1	12.0	10.3	25.9	10.8	15.0	8.7	16.6	11.8
LIBRARY	118	5	17	25	11	28	9	6	17	56	19	30	13
	4.3	3.0	3.0	5.1	3.9	5.3	4.2	5.6	4.6	18.7	4.9	5.9	.9
BORROWED FROM FRIEND	502	43	105	86	39	103	49	17	60	41	64	93	304
	18.4	26.2	18.6	17.6	13.9	19.3	23.0	15.7	16.1	13.7	16.5	18.2	19.9
GIFT	105	6	26	11	12	25	10		15	11	13	22	59
	3.9	3.7	4.6	2.2	4.3	4.7	4.7		4.0	3.7	3.3	4.3	3.9
BOOKCLUB/SUBSCRIPTION	1431	81	286	276	188	234	83	54	229	196	249	294	692
	52.5	49.4	50.5	56.3	67.1	43.9	39.0	50.0	61.6	65.3	64.0	57.5	45.3
OFFICE WAITING ROOM	57	3	18	5	2	7	3	2	17	8	4	10	35
	2.1	1.8	3.2	1.0	.7	1.3	1.4	1.9	4.6	2.7	1.0	2.0	2.3
OTHER	263	15	66	53	26	37	23	17	26	13	29	42	179
	9.6	9.1	11.7	10.8	9.3	6.9	10.8	15.7	7.0	4.3	7.5	8.2	11.7
DON'T READ	73		8	13	10	19	19	3	1	1	5	6	61
	2.7		1.4	2.7	3.6	3.6	8.9	2.8	.3	.3	1.3	1.2	4.0
DON'T KNOW	59	4	7	3	2	36	6	1		3	6		50
	2.2	2.4	1.2	.6	.7	6.8	2.8	.9		1.0	1.5		3.3

WHERE MAGAZINES WERE OBTAINED
BASED ON TOTAL SAMPLE

TABLE 34

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHERE MAGAZINES OBTAINED								
BOOKSTORE	128	25	17	33	53	17	107	4
	4.7	4.3	3.3	3.9	6.8	5.5	5.5	.9
OTHER TYPE OF STORE	348	72	59	96	121	39	273	36
	12.8	12.3	11.4	11.3	15.6	12.5	13.9	7.9
NEWSSTAND	344	53	48	121	122	43	247	54
	12.6	9.0	9.3	14.3	15.7	13.8	12.6	11.8
LIBRARY	118	16	13	19	70	34	83	1
	4.3	2.7	2.5	2.2	9.0	10.9	4.2	.2
BORROWED FROM FRIEND	502	143	109	126	124	53	371	78
	18.4	24.4	21.1	14.9	16.0	17.0	18.9	17.1
GIFT	105	23	16	30	36	3	91	11
	3.9	3.9	3.1	3.5	4.6	1.0	4.6	2.4
BOOKCLUB/SUBSCRIPTION	1431	170	194	562	505	175	1069	187
	52.5	29.0	37.6	66.4	65.0	56.3	54.6	41.0
OFFICE WAITING ROOM	57	24	14	9	10	9	41	7
	2.1	4.1	2.7	1.1	1.3	2.9	2.1	1.5
OTHER	263	76	67	61	59	36	148	79
	9.6	12.9	13.0	7.2	7.6	11.6	7.6	17.3
DON'T READ	73	41	30		2	4	37	32
	2.7	7.0	5.8		.3	1.3	1.9	7.0
DON'T KNOW	59	25	26	2	6	7	30	22
	2.2	4.3	5.0	.2	.8	2.3	1.5	4.8

WHEN LIBRARY LAST USED
BASED ON TOTAL SAMPLE

TABLE 35

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LIBRARY LAST USED										
	308	167	141	144	84	76	63	143	74	26
IN PAST WEEK	11.3	12.9	9.9	14.7	12.2	7.2	34.2	25.9	7.5	2.6
	474	214	260	226	136	110	76	161	150	87
TWO WEEKS TO TWO MONTHS AGO	17.4	16.5	18.2	23.1	19.8	10.5	41.3	29.2	15.2	8.7
	371	170	201	183	89	99	30	76	161	104
3 MONTHS TO 1 YEAR AGO	13.6	13.1	14.1	18.7	13.0	9.4	16.3	13.8	16.3	10.4
	191	75	116	102	42	44	4	46	87	54
OVER 1 YR. TO 2 YRS. AGO	7.0	5.8	8.1	10.4	6.1	4.2	2.2	8.3	8.8	5.4
	301	122	179	126	80	95	8	42	149	102
3-5 YEARS AGO	11.0	9.4	12.5	12.9	11.7	9.1	4.3	7.6	15.1	10.2
	223	113	110	83	50	90	3	31	124	65
6-10 YEARS AGO	8.2	8.7	7.7	8.5	7.3	8.6	1.6	5.6	12.6	6.5
	385	191	194	65	116	203		39	143	202
11 OR MORE YEARS AGO	14.1	14.7	13.6	6.6	16.9	19.4		7.1	14.5	20.2
	467	245	222	51	85	330		13	100	353
NEVER USED A LIBRARY	17.1	18.9	15.5	5.2	12.4	31.5		2.4	10.1	35.4
	6	1	5		4	2		1		5
DON'T KNOW	.2	.1	.4		.6	.2		.2		.5

WHEN LIBRARY LAST USED
BASED ON TOTAL SAMPLE

TABLE 36

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LIBRARY LAST USED											
IN PAST WEEK	308	94	48	63	68	38	27	76	85	43	31
	11.3	26.7	14.1	8.0	6.9	8.3	18.2	20.9	14.2	6.1	7.5
TWO WEEKS TO TWO MONTHS AGO	474	104	54	104	156	88	36	100	116	64	60
	17.4	29.5	15.8	13.2	15.8	19.2	24.3	27.5	19.4	9.1	14.6
3 MONTHS TO 1 YEAR AGO	371	48	52	108	110	77	29	75	77	78	29
	13.6	13.6	15.2	13.7	11.1	16.8	19.6	20.7	12.9	11.0	7.1
OVER 1 YR. TO 2 YRS. AGO	191	25	42	52	56	45	15	42	37	27	19
	7.0	7.1	12.3	6.6	5.7	9.8	10.1	11.6	6.2	3.8	4.6
3-5 YEARS AGO	301	17	58	87	108	70	18	38	54	68	53
	11.0	4.8	17.0	11.0	10.9	15.3	12.2	10.5	9.0	9.6	12.9
6-10 YEARS AGO	223	24	33	77	76	60	5	18	34	74	30
	8.2	6.8	9.7	9.8	7.7	13.1	3.4	5.0	5.7	10.5	7.3
11 OR MORE YEARS AGO	385	19	37	148	156	56	6	3	97	147	73
	14.1	5.4	10.9	18.8	15.8	12.2	4.1	.8	16.2	20.8	17.8
NEVER USED A LIBRARY	467	21	17	146	257	25	12	11	95	204	116
	17.1	6.0	5.0	18.5	26.0	5.4	8.1	3.0	15.9	28.9	28.2
DON'T KNOW	6			4	2				4	2	
	.2			.5	.2				.7	.3	

WHEN LIBRARY LAST USED
BASED ON TOTAL SAMPLE

TABLE 37

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LIBRARY LAST USED													
IN PAST WEEK	308	26	50	67	25	69	17	10	44	161	61	56	30
	11.3	15.9	8.8	13.7	8.9	12.9	8.0	9.3	11.8	53.7	15.7	11.0	2.0
TWO WEEKS TO TWO MONTHS AGO	474	23	88	73	50	86	21	26	107	117	216	89	52
	17.4	14.0	15.5	14.9	17.9	16.1	9.9	24.1	28.8	39.0	55.5	17.4	3.4
3 MONTHS TO 1 YEAR AGO	371	19	60	69	39	69	30	27	58	22	97	226	26
	13.6	11.6	10.6	14.1	13.9	12.9	14.1	25.0	15.6	7.3	24.9	44.2	1.7
OVER 1 YR. TO 2 YRS. AGO	191	17	46	33	11	28	23	5	28		15	140	36
	7.0	10.4	8.1	6.7	3.9	5.3	10.8	4.6	7.5		3.9	27.4	2.4
3-5 YEARS AGO	301	29	68	59	30	49	14	5	47				301
	11.0	17.7	12.0	12.0	10.7	9.2	6.6	4.6	12.6				19.7
6-10 YEARS AGO	223	15	46	42	23	44	22	10	21				223
	8.2	9.1	8.1	8.6	8.2	8.3	10.3	9.3	5.6				14.6
11 OR MORE YEARS AGO	385	16	81	92	36	68	40	8	44				385
	14.1	9.8	14.3	18.8	12.9	12.8	18.8	7.4	11.8				25.2
NEVER USED A LIBRARY	467	19	127	55	65	115	46	17	23				467
	17.1	11.6	22.4	11.2	23.2	21.6	21.6	15.7	6.2				30.6
DON'T KNOW	6				1	5							6
	.2				.4	.9							.4

WHEN LIBRARY LAST USED
BASED ON TOTAL SAMPLE

TABLE 038

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHEN LIBRARY LAST USED								
IN PAST WEEK	308	29	13	50	216	74	230	4
	11.3	4.9	2.5	5.9	27.8	23.8	11.7	.9
TWO WEEKS TO TWO MONTHS AGO	474	45	52	144	233	90	371	13
	17.4	7.7	10.1	17.0	30.0	28.9	18.9	2.9
3 MONTHS TO 1 YEAR AGO	371	51	43	158	119	48	309	14
	13.6	8.7	8.3	18.7	15.3	15.4	15.8	3.1
OVER 1 YR. TO 2 YRS. AGO	191	56	30	73	32	21	158	12
	7.0	9.5	5.8	8.6	4.1	6.8	8.1	2.6
3-5 YEARS AGO	301	66	51	137	47	11	245	45
	11.0	11.2	9.9	16.2	6.0	3.5	12.5	9.9
6-10 YEARS AGO	223	55	43	81	44	22	151	50
	8.2	9.4	8.3	9.6	5.7	7.1	7.7	11.0
11 OR MORE YEARS AGO	385	110	115	103	57	23	243	119
	14.1	18.7	22.3	12.2	7.3	7.4	12.4	26.1
NEVER USED A LIBRARY	467	170	169	99	29	22	250	195
	17.1	29.0	32.8	11.7	3.7	7.1	12.8	42.8
DON'T KNOW	6	5		1			2	4
	.2	.9		.1			.1	.9

TYPE OF LIBRARY USED MOST OFTEN
OTHER TYPES OF LIBRARIES USED OVER THE LAST 2 YEARS
BASED ON THOSE WHO LAST USED A LIBRARY LESS THAN 3 YEARS AGO

TABLE 39

		SEX		AGE			EDUCATION			
	TOTAL	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1344	626	718	655	351	329	173	426	472	271
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED MOST RECENTLY										
PUBLIC LIBRARY	991	427	564	422	285	275	69	286	415	219
	73.7	68.2	78.6	64.4	81.2	83.6	39.9	67.1	87.9	80.8
SCHOOL LIBRARY	275	150	125	196	41	38	107	91	37	40
	20.5	24.0	17.4	29.9	11.7	11.6	61.8	21.4	7.8	14.8
PRIVATE LIBRARY	51	23	28	26	11	14	5	21	15	10
	3.8	3.7	3.9	4.0	3.1	4.3	2.9	4.9	3.2	3.7
BUSINESS LIBRARY	57	41	16	19	31	7	7	34	12	4
	4.2	6.5	2.2	2.9	8.8	2.1	4.0	8.0	2.5	1.5
DON'T KNOW	12	9	3	10	2			4	7	1
	.9	1.4	.4	1.5	.6			.9	1.5	.4
OTHER LIBRARIES USED OVER THE LAST TWO YEARS										
PUBLIC LIBRARY	209	127	82	139	45	25	73	85	26	25
	15.6	20.3	11.4	21.2	12.8	7.6	42.2	20.0	5.5	9.2
SCHOOL LIBRARY	209	105	104	140	42	24	38	96	60	15
	15.6	16.8	14.5	21.4	12.0	7.3	22.0	22.5	12.7	5.5
PRIVATE LIBRARY	107	37	70	39	27	41	15	53	26	13
	8.0	5.9	9.7	6.0	7.7	12.5	8.7	12.4	5.5	4.8
BUSINESS LIBRARY	79	47	32	30	31	17	16	50	13	
	5.9	7.5	4.5	4.6	8.8	5.2	9.2	11.7	2.8	
NONE	573	261	312	235	175	159	28	129	260	155
	42.6	41.7	43.5	35.9	49.9	48.3	16.2	30.3	55.1	57.2
DON'T KNOW	252	93	159	122	52	77	25	69	90	67
	18.8	14.9	22.1	18.6	14.8	23.4	14.5	16.2	19.1	24.7

TYPE OF LIBRARY USED MOST OFTEN
OTHER TYPES OF LIBRARIES USED OVER THE LAST 2 YEARS
BASED ON THOSE WHO LAST USED A LIBRARY LESS THAN 3 YEARS AGO

TABLE 40

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1344	271	196	327	390	248	107	293	315	212	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED MOST RECENTLY											
	991	155	146	261	307	191	72	153	261	179	113
PUBLIC LIBRARY	73.7	57.2	74.5	79.8	78.7	77.0	67.3	52.2	82.9	84.4	81.3
	275	74	47	64	63	30	30	132	44	25	8
SCHOOL LIBRARY	20.5	27.3	24.0	19.6	16.2	12.1	28.0	45.1	14.0	11.8	5.8
	51	12	5	10	23	18	3	5	7	11	6
PRIVATE LIBRARY	3.8	4.4	2.6	3.1	5.9	7.3	2.8	1.7	2.2	5.2	4.3
	57	30	4	10	2	7	2	10	19	3	12
BUSINESS LIBRARY	4.2	11.1	2.0	3.1	.5	2.8	1.9	3.4	6.0	1.4	8.6
	12	4	2	4	2	5	2	3	2		
DON'T KNOW	.9	1.5	1.0	1.2	.5	2.0	1.9	1.0	.6		
OTHER LIBRARIES USED OVER THE LAST TWO YEARS											
	209	73	24	33	50	34	16	88	34	10	19
PUBLIC LIBRARY	15.6	26.9	12.2	10.1	12.8	13.7	15.0	30.0	10.8	4.7	13.7
	209	52	39	49	36	39	29	70	42	11	12
SCHOOL LIBRARY	15.6	19.2	19.9	15.0	9.2	15.7	27.1	23.9	13.3	5.2	8.6
	107	27	14	19	29	9	7	23	27	18	23
PRIVATE LIBRARY	8.0	10.0	7.1	5.8	7.4	3.6	6.5	7.8	8.6	8.5	16.5
	79	35	21	9	12	10	5	14	19	14	14
BUSINESS LIBRARY	5.9	12.9	10.7	2.8	3.1	4.0	4.7	4.8	6.0	6.6	10.1
	573	92	68	169	181	109	41	84	145	116	67
NONE	42.6	33.9	34.7	51.7	46.4	44.0	38.3	28.7	46.0	54.7	48.2
	252	23	40	59	99	58	16	45	55	52	21
DON'T KNOW	18.8	8.5	20.4	18.0	25.4	23.4	15.0	15.4	17.5	24.5	15.1

TYPE OF LIBRARY USED MOST OFTEN
OTHER TYPES OF LIBRARIES USED OVER THE LAST 2 YEARS
BASED ON THOSE WHO LAST USED A LIBRARY LESS THAN 3 YEARS AGO

TABLE 41

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1344	85	244	242	125	252	91	68	237	300	389	511	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED MOST RECENTLY													
PUBLIC LIBRARY	991	67	188	190	96	167	57	40	186	268	324	399	
	73.7	78.8	77.0	78.5	76.8	66.3	62.6	58.8	78.5	89.3	83.3	78.1	
SCHOOL LIBRARY	275	19	47	43	20	63	23	16	44	35	50	92	98
	20.5	22.4	19.3	17.8	16.0	25.0	25.3	23.5	18.6	11.7	12.9	18.0	68.1
PRIVATE LIBRARY	51	1	6	7	2	16	7	6	6	7	6	20	18
	3.8	1.2	2.5	2.9	1.6	6.3	7.7	8.8	2.5	2.3	1.5	3.9	12.5
BUSINESS LIBRARY	57	2	9	2	8	13	5	4	14	7	13	12	25
	4.2	2.4	3.7	.8	6.4	5.2	5.5	5.9	5.9	2.3	3.3	2.3	17.4
DON'T KNOW	12	2	1	3	1	1	2	2		3	3	1	5
	.9	2.4	.4	1.2	.8	.4	2.2	2.9		1.0	.8	.2	3.5
OTHER LIBRARIES USED OVER THE LAST TWO YEARS													
PUBLIC LIBRARY	209	11	35	26	19	50	20	13	35	32	65	112	
	15.6	12.9	14.3	10.7	15.2	19.8	22.0	19.1	14.8	10.7	16.7	21.9	
SCHOOL LIBRARY	209	11	40	41	25	37	6	18	31	77	67	62	3
	15.6	12.9	16.4	16.9	20.0	14.7	6.6	26.5	13.1	25.7	17.2	12.1	2.1
PRIVATE LIBRARY	107		20	17	15	20	8	9	18	31	36	28	12
	8.0		8.2	7.0	12.0	7.9	8.8	13.2	7.6	10.3	9.3	5.5	8.3
BUSINESS LIBRARY	79	5	12	17	11	9	4	5	16	23	21	31	4
	5.9	5.9	4.9	7.0	8.8	3.6	4.4	7.4	6.8	7.7	5.4	6.1	2.8
NONE	573	35	109	114	42	100	44	23	106	106	158	220	89
	42.6	41.2	44.7	47.1	33.6	39.7	48.4	33.8	44.7	35.3	40.6	43.1	61.8
DON'T KNOW	252	23	45	33	30	52	18	3	48	58	71	87	36
	18.8	27.1	18.4	13.6	24.0	20.6	19.8	4.4	20.3	19.3	18.3	17.0	25.0

TYPE OF LIBRARY USED MOST OFTEN
OTHER TYPES OF LIBRARIES USED OVER THE LAST 2 YEARS
BASED ON THOSE WHO LAST USED A LIBRARY LESS THAN 3 YEARS AGO

TABLE 42

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1344	181	138	425	600	233	1068	43
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED MOST RECENTLY								
PUBLIC LIBRARY	991	142	115	327	407	121	840	30
	73.7	78.5	83.3	76.9	67.8	51.9	78.7	69.8
SCHOOL LIBRARY	275	36	15	76	148	88	178	9
	20.5	19.9	10.9	17.9	24.7	37.8	16.7	20.9
PRIVATE LIBRARY	51	2	3	8	38	4	46	1
	3.8	1.1	2.2	1.9	6.3	1.7	4.3	2.3
BUSINESS LIBRARY	57		5	21	31	21	34	2
	4.2		3.6	4.9	5.2	9.0	3.2	4.7
DON'T KNOW	12	3		3	6	3	8	1
	.9	1.7		.7	1.0	1.3	.7	2.3
OTHER LIBRARIES USED OVER THE LAST TWO YEARS								
PUBLIC LIBRARY	209	13	5	54	137	69	134	6
	15.6	7.2	3.6	12.7	22.8	29.6	12.5	14.0
SCHOOL LIBRARY	209	34	16	47	112	42	158	9
	15.6	18.8	11.6	11.1	18.7	18.0	14.8	20.9
PRIVATE LIBRARY	107	4	7	27	69	30	75	2
	8.0	2.2	5.1	6.4	11.5	12.9	7.0	4.7
BUSINESS LIBRARY	79	1	4	27	47	16	63	
	5.9	.6	2.9	6.4	7.8	6.9	5.9	
NONE	573	108	80	194	191	71	487	15
	42.6	59.7	58.0	45.6	31.8	30.5	45.6	34.9
DON'T KNOW	252	24	27	93	108	33	208	11
	18.8	13.3	19.6	21.9	18.0	14.2	19.5	25.6

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST YEAR
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 43

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF TIMES										
1 OR 2 TIMES	271	117	154	126	87	56	21	72	109	69
	22.6	21.1	23.8	22.5	26.4	18.7	14.8	19.4	24.7	28.3
3-8 TIMES	379	171	208	183	105	88	51	98	150	80
	31.6	30.9	32.2	32.6	31.8	29.3	35.9	26.4	34.0	32.8
9-11 TIMES	86	42	44	36	24	26	8	36	24	18
	7.2	7.6	6.8	6.4	7.3	8.7	5.6	9.7	5.4	7.4
12-23 TIMES	155	85	70	64	44	46	21	57	56	20
	12.9	15.3	10.8	11.4	13.3	15.3	14.8	15.4	12.7	8.2
24-35 TIMES	84	42	42	49	21	14	18	33	25	8
	7.0	7.6	6.5	8.7	6.4	4.7	12.7	8.9	5.7	3.3
36-49 TIMES	33	16	17	16	10	7	2	19	9	3
	2.8	2.9	2.6	2.9	3.0	2.3	1.4	5.1	2.0	1.2
50 TIMES OR MORE	71	26	45	36	12	20	17	28	23	3
	5.9	4.7	7.0	6.4	3.6	6.7	12.0	7.5	5.2	1.2
DID NOT USE IN LAST YEAR	102	43	59	41	23	38	4	21	42	35
	8.5	7.8	9.1	7.3	7.0	12.7	2.8	5.7	9.5	14.3
DON'T KNOW	19	12	7	10	4	5		7	3	8
	1.6	2.2	1.1	1.8	1.2	1.7		1.9	.7	3.3

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST YEAR
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 44

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF TIMES											
1 OR 2 TIMES	271	47	30	67	82	65	27	34	58	44	30
	22.6	20.6	17.6	22.8	23.0	28.9	30.7	14.1	19.7	23.3	22.7
3-8 TIMES	379	66	53	98	114	73	15	93	98	63	30
	31.6	28.9	31.2	33.3	31.9	32.4	17.0	38.6	33.2	33.3	22.7
9-11 TIMES	86	18	10	26	19	11	7	18	25	16	9
	7.2	7.9	5.9	8.8	5.3	4.9	8.0	7.5	8.5	8.5	6.8
12-23 TIMES	155	34	23	29	54	19	13	31	43	21	26
	12.9	14.9	13.5	9.9	15.1	8.4	14.8	12.9	14.6	11.1	19.7
24-35 TIMES	84	15	20	25	16	19	4	23	23	4	7
	7.0	6.6	11.8	8.5	4.5	8.4	4.5	9.5	7.8	2.1	5.3
36-49 TIMES	33	15	4	5	6	1	8	7	3	8	6
	2.8	6.6	2.4	1.7	1.7	.4	9.1	2.9	1.0	4.2	4.5
50 TIMES OR MORE	71	18	7	7	26	16	6	14	19	7	6
	5.9	7.9	4.1	2.4	7.3	7.1	6.8	5.8	6.4	3.7	4.5
DID NOT USE IN LAST YEAR	102	12	20	32	34	18	7	15	24	23	14
	8.5	5.3	11.8	10.9	9.5	8.0	8.0	6.2	8.1	12.2	10.6
DON'T KNOW	19	3	3	5	6	3	1	6	2	3	4
	1.6	1.3	1.8	1.7	1.7	1.3	1.1	2.5	.7	1.6	3.0

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST YEAR
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 45

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
NUMBER OF TIMES													
1 OR 2 TIMES	271	18	50	36	27	53	25	21	41		88	183	
	22.6	23.1	22.4	16.7	23.5	24.4	32.5	39.6	18.6		22.6	35.8	
3-8 TIMES	379	35	63	64	45	54	29	15	74	39	209	131	
	31.6	44.9	28.3	29.6	39.1	24.9	37.7	28.3	33.5	13.0	53.7	25.6	
9-11 TIMES	86	7	24	14	3	11	4	3	20	41	32	13	
	7.2	9.0	10.8	6.5	2.6	5.1	5.2	5.7	9.0	13.7	8.2	2.5	
12-23 TIMES	155	7	24	35	20	33	4	4	28	85	36	34	
	12.9	9.0	10.8	16.2	17.4	15.2	5.2	7.5	12.7	28.3	9.3	6.7	
24-35 TIMES	84		19	13	7	17		5	23	58	11	15	
	7.0		8.5	6.0	6.1	7.8		9.4	10.4	19.3	2.8	2.9	
36-49 TIMES	33		5	4	3	13		1	7	24	4	5	
	2.8		2.2	1.9	2.6	6.0		1.9	3.2	8.0	1.0	1.0	
50 TIMES OR MORE	71	4	17	21	5	12	2	3	7	52	7	12	
	5.9	5.1	7.6	9.7	4.3	5.5	2.6	5.7	3.2	17.3	1.8	2.3	
DID NOT USE IN LAST YEAR	102	7	20	25	4	18	13	1	14			102	
	8.5	9.0	9.0	11.6	3.5	8.3	16.9	1.9	6.3			20.0	
DON'T KNOW	19		1	4	1	6			7	1	2	16	
	1.6		.4	1.9	.9	2.8			3.2	.3	.5	3.1	

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST YE
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 46

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF TIMES								
	271	35	37	119	80	35	224	12
1 OR 2 TIMES	22.6	22.6	30.8	31.2	14.7	18.4	23.0	33.3
	379	55	37	141	146	65	310	4
3-8 TIMES	31.6	35.5	30.8	37.0	26.8	34.2	31.8	11.1
	86	1	10	29	46	11	74	1
9-11 TIMES	7.2	.6	8.3	7.6	8.5	5.8	7.6	2.8
	155	10	11	30	104	30	117	8
12-23 TIMES	12.9	6.5	9.2	7.9	19.1	15.8	12.0	22.2
	84	14	2	12	56	14	70	
24-35 TIMES	7.0	9.0	1.7	3.1	10.3	7.4	7.2	
	33	1		5	27	10	23	
36-49 TIMES	2.8	.6		1.3	5.0	5.3	2.4	
	71	8	2	4	57	11	60	
50 TIMES OR MORE	5.9	5.2	1.7	1.0	10.5	5.8	6.2	
	102	27	17	37	21	12	83	7
DID NOT USE IN LAST YEAR	8.5	17.4	14.2	9.7	3.9	6.3	8.5	19.4
	19	4	4	4	7	2	13	4
DON'T KNOW	1.6	2.6	3.3	1.0	1.3	1.1	1.3	11.1

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NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST THREE MONTHS
BASED ON THOSE WHO USED THE PUBLIC LIBRARY OVER THE LAST YEAR

TABLE 47

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1098	511	587	520	307	262	138	350	399	209
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF TIMES										
1 OR 2 TIMES	389	188	201	177	120	91	43	111	141	94
	35.4	36.8	34.2	34.0	39.1	34.7	31.2	31.7	35.3	45.0
3-8 TIMES	208	92	116	94	57	54	27	77	75	28
	18.9	18.0	19.8	18.1	18.6	20.6	19.6	22.0	18.8	13.4
9 OR MORE TIMES	92	46	46	47	24	20	20	37	28	7
	8.4	9.0	7.8	9.0	7.8	7.6	14.5	10.6	7.0	3.3
DID NOT GO TO PUBLIC LIBRARY IN LAST 3 MONTHS	253	112	141	126	70	54	31	67	104	51
	23.0	21.9	24.0	24.2	22.8	20.6	22.5	19.1	26.1	24.4
CAN'T RECALL	156	73	83	76	36	43	17	58	51	29
	14.2	14.3	14.1	14.6	11.7	16.4	12.3	16.6	12.8	13.9

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST THREE MONTHS
BASED ON THOSE WHO USED THE PUBLIC LIBRARY OVER THE LAST YEAR

TABLE 48

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1098	216	150	262	323	207	81	226	271	166	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF TIMES											
1 OR 2 TIMES	389	70	60	101	97	65	20	89	102	61	43
	35.4	32.4	40.0	38.5	30.0	31.4	24.7	39.4	37.6	36.7	36.4
3-8 TIMES	208	42	28	47	68	39	10	45	56	26	29
	18.9	19.4	18.7	17.9	21.1	18.8	12.3	19.9	20.7	15.7	24.6
9 OR MORE TIMES	92	23	6	24	28	15	13	16	20	11	12
	8.4	10.6	4.0	9.2	8.7	7.2	16.0	7.1	7.4	6.6	10.2
DID NOT GO TO PUBLIC LIBRARY IN LAST 3 MONTHS	253	46	29	51	94	56	29	41	55	41	21
	23.0	21.3	19.3	19.5	29.1	27.1	35.8	18.1	20.3	24.7	17.8
CAN'T RECALL	156	35	27	39	36	32	9	35	38	27	13
	14.2	16.2	18.0	14.9	11.1	15.5	11.1	15.5	14.0	16.3	11.0

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST THREE MONTHS
BASED ON THOSE WHO USED THE PUBLIC LIBRARY OVER THE LAST YEAR

TABLE 49

	TOTAL	REGION								USE OF PUBLIC LIBRARIES			
		NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1098	71	203	191	111	199	64	52	207	300	389	409	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
NUMBER OF TIMES													
1 OR 2 TIMES	389	37	60	63	44	71	30	10	74		389		
	35.4	52.1	29.6	33.0	39.6	35.7	46.9	19.2	35.7		100.0		
3-8 TIMES	208	8	41	40	13	27	8	12	59	208			
	18.9	11.3	20.2	20.9	11.7	13.6	12.5	23.1	28.5	69.3			
9 OR MORE TIMES	92	4	26	20	8	16		4	14	92			
	8.4	5.6	12.8	10.5	7.2	8.0		7.7	6.8	30.7			
DID NOT GO TO PUBLIC LIBRARY IN LAST 3 MONTHS	253	14	50	46	25	44	19	21	34			253	
	23.0	19.7	24.6	24.1	22.5	22.1	29.7	40.4	16.4			61.9	
CAN'T RECALL	156	8	26	22	21	41	7	5	26			156	
	14.2	11.3	12.8	11.5	18.9	20.6	10.9	9.6	12.6			38.1	

NUMBER OF TIMES THE PUBLIC LIBRARY USED OVER THE LAST THREE MONTHS
BASED ON THOSE WHO USED THE PUBLIC LIBRARY OVER THE LAST YEAR

TABLE 50

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1098	128	103	344	523	178	891	29
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF TIMES								
1 OR 2 TIMES	389	56	40	137	156	63	314	12
	35.4	43.8	38.8	39.8	29.8	35.4	35.2	41.4
3-8 TIMES	208	18	18	47	125	32	176	
	18.9	14.1	17.5	13.7	23.9	18.0	19.8	
9 OR MORE TIMES	92	8		8	76	21	71	
	8.4	6.3		2.3	14.5	11.8	8.0	
DID NOT GO TO PUBLIC LIBRARY IN LAST 3 MONTHS	253	31	26	108	88	35	205	13
	23.0	24.2	25.2	31.4	16.8	19.7	23.0	44.8
CAN'T RECALL	156	15	19	44	78	27	125	4
	14.2	11.7	18.4	12.8	14.9	15.2	14.0	13.8

MILES TO PUBLIC LIBRARY USED MOST OFTEN
HAVE HAD OCCASION TO USE DIFFERENT LIBRARY
BASED ON THOSE WHO MENTIONED USING PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 51

		SEX		AGE			EDUCATION			
	TOTAL	MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MILES TO PUBLIC LIBRARY										
	109	56	53	50	29	30	16	34	31	27
0.1 TO 0.2 MILES	9.1	10.1	8.2	8.9	8.8	10.0	11.3	9.2	7.0	11.1
	47	15	32	22	3	21	7	9	20	11
0.3 TO 0.4 MILES	3.9	2.7	5.0	3.9	.9	7.0	4.9	2.4	4.5	4.5
	99	55	44	47	30	21	16	28	20	35
0.5 TO 0.9 MILES	8.3	9.9	6.8	8.4	9.1	7.0	11.3	7.5	4.5	14.3
	178	78	100	88	36	50	21	58	73	26
1.0 TO 1.4 MILES	14.8	14.1	15.5	15.7	10.9	16.7	14.8	15.6	16.6	10.7
	83	38	45	46	20	17	9	20	33	21
1.5 TO 1.9 MILES	6.9	6.9	7.0	8.2	6.1	5.7	6.3	5.4	7.5	8.6
	167	71	96	73	57	37	19	67	61	20
2.0 TO 2.4 MILES	13.9	12.8	14.9	13.0	17.3	12.3	13.4	18.1	13.8	8.2
	44	25	19	24	6	14	6	7	25	6
2.5 TO 2.9 MILES	3.7	4.5	2.9	4.3	1.8	4.7	4.2	1.9	5.7	2.5
	133	62	71	53	43	37	5	36	59	33
3.0 TO 3.9 MILES	11.1	11.2	11.0	9.4	13.0	12.3	3.5	9.7	13.4	13.5
	41	26	15	10	18	13	11	12	14	4
4.0 TO 4.9 MILES	3.4	4.7	2.3	1.8	5.5	4.3	7.7	3.2	3.2	1.6
	172	69	103	75	57	39	16	60	73	23
5.0 TO 9.9 MILES	14.3	12.5	15.9	13.4	17.3	13.0	11.3	16.2	16.6	9.4
	90	34	56	51	23	15	12	31	29	17
10 MILES AND OVER	7.5	6.1	8.7	9.1	7.0	5.0	8.5	8.4	6.6	7.0
	37	25	12	22	8	6	4	9	3	21
DON'T KNOW	3.1	4.5	1.9	3.9	2.4	2.0	2.8	2.4	.7	8.6
USED DIFFERENT LIBRARY										
	348	184	164	190	92	61	61	135	115	37
YES	29.0	33.2	25.4	33.9	27.9	20.3	43.0	36.4	26.1	15.2
	842	367	475	367	237	234	81	233	325	201
NO	70.2	66.2	73.5	65.4	71.8	78.0	57.0	62.8	73.7	82.4
	10	3	7	4	1	5		3	1	6
DON'T KNOW	.8	.5	1.1	.7	.3	1.7		.8	.2	2.5

MILES TO PUBLIC LIBRARY USED MOST OFTEN
HAVE HAD OCCASION TO USE DIFFERENT LIBRARY
BASED ON THOSE WHO MENTIONED USING PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 52

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MILES TO PUBLIC LIBRARY											
0.1 TO 0.2 MILES	109	18	20	28	23	20	6	24	28	18	12
	9.1	7.9	11.8	9.5	6.4	8.9	6.8	10.0	9.5	9.5	9.1
0.3 TO 0.4 MILES	47	5	5	6	22	9	3	10	4	14	6
	3.9	2.2	2.9	2.0	6.2	4.0	3.4	4.1	1.4	7.4	4.5
0.5 TO 0.9 MILES	99	17	14	30	29	15	10	22	30	13	8
	8.3	7.5	8.2	10.2	8.1	6.7	11.4	9.1	10.2	6.9	6.1
1.0 TO 1.4 MILES	178	42	24	49	52	43	9	36	41	22	22
	14.8	18.4	14.1	16.7	14.6	19.1	10.2	14.9	13.9	11.6	16.7
1.5 TO 1.9 MILES	83	13	11	14	27	11	4	30	20	10	3
	6.9	5.7	6.5	4.8	7.6	4.9	4.5	12.4	6.8	5.3	2.3
2.0 TO 2.4 MILES	167	38	32	30	45	25	12	33	35	32	25
	13.9	16.7	18.8	10.2	12.6	11.1	13.6	13.7	11.9	16.9	18.9
2.5 TO 2.9 MILES	44	3	6	18	6	11	4	9	6	8	4
	3.7	1.3	3.5	6.1	1.7	4.9	4.5	3.7	2.0	4.2	3.0
3.0 TO 3.9 MILES	133	21	14	31	44	29	5	18	45	21	14
	11.1	9.2	8.2	10.5	12.3	12.9	5.7	7.5	15.3	11.1	10.6
4.0 TO 4.9 MILES	41	10	1	10	9	1	1	8	11	7	9
	3.4	4.4	.6	3.4	2.5	.4	1.1	3.3	3.7	3.7	6.8
5.0 TO 9.9 MILES	172	30	33	39	36	35	11	28	54	27	15
	14.3	13.2	19.4	13.3	15.7	15.6	12.5	11.6	18.3	14.3	11.4
10 MILES AND OVER	90	25	8	23	32	19	19	13	16	12	10
	7.5	11.0	4.7	7.8	9.0	8.4	21.6	5.4	5.4	6.3	7.6
DON'T KNOW	37	6	2	16	12	7	4	10	5	5	4
	3.1	2.6	1.2	5.4	3.4	3.1	4.5	4.1	1.7	2.6	3.0
USED DIFFERENT LIBRARY											
YES	348	85	46	86	82	67	23	96	85	36	31
	29.0	37.3	27.1	29.3	23.0	29.8	26.1	39.8	28.8	19.0	23.5
NO	842	141	124	205	272	155	64	145	209	151	98
	70.2	61.8	72.9	69.7	76.2	68.9	72.7	60.2	70.8	79.9	74.2
DON'T KNOW	10	2		3	3	3	1		1	2	3
	.8	.9		1.0	.8	1.3	1.1		.3	1.1	2.3

MILES TO PUBLIC LIBRARY USED MOST OFTEN
HAVE HAD OCCASION TO USE DIFFERENT LIBRARY
BASED ON THOSE WHO MENTIONED USING PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 53

	TOTAL	REGION: NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	USE OF PUBLIC LIBRARIES: HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1300	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MILES TO PUBLIC LIBRARY													
0.1 TO 0.2 MILES	109	5	34	35	4	13		1	17	24	32	53	
	9.1	6.4	15.2	16.2	3.5	6.0		1.9	7.7	8.0	8.2	10.4	
0.3 TO 0.4 MILES	47	1	6	6	6	9	3	3	13	12	22	13	
	3.9	1.3	2.7	2.8	5.2	4.1	3.9	5.7	5.9	4.0	5.7	2.5	
0.5 TO 0.9 MILES	99	5	34	10		17	2	6	25	34	34	31	
	8.3	6.4	15.2	4.6		7.8	2.6	11.3	11.3	11.3	8.7	6.1	
1.0 TO 1.4 MILES	178	18	32	18	19	40	1	4	46	44	64	70	
	14.8	23.1	14.3	8.3	16.5	18.4	1.3	7.5	20.8	14.7	16.5	13.7	
1.5 TO 1.9 MILES	83	4	4	11	19	12	7	1	25	18	28	37	
	6.9	5.1	1.8	5.1	16.5	5.5	9.1	1.9	11.3	6.0	7.2	7.2	
2.0 TO 2.4 MILES	167	10	32	27	19	19	16	14	30	53	45	69	
	13.9	12.8	14.3	12.5	16.5	8.8	20.8	26.4	13.6	17.7	11.6	13.5	
2.5 TO 2.9 MILES	44	4	8	5	10	8	2	4	3	9	20	15	
	3.7	5.1	3.6	2.3	8.7	3.7	2.6	7.5	1.4	3.0	5.1	2.9	
3.0 TO 3.9 MILES	133	12	16	43	14	22	11	7	8	31	51	51	
	11.1	15.4	7.2	19.9	12.2	10.1	14.3	13.2	3.6	10.3	13.1	10.0	
4.0 TO 4.9 MILES	41	1	5	13	8	5	2	2	5	11	15	15	
	3.4	1.3	2.2	6.0	7.0	2.3	2.6	3.8	2.3	3.7	3.9	2.9	
5.0 TO 9.9 MILES	172	14	28	20	7	44	22	8	29	38	48	86	
	14.3	17.9	12.6	9.3	6.1	20.3	28.6	15.1	13.1	12.7	12.3	16.8	
10 MILES AND OVER	90	4	14	23	9	23	8	2	7	22	21	47	
	7.5	5.1	6.3	10.6	7.8	10.6	10.4	3.8	3.2	7.3	5.4	9.2	
DON'T KNOW	37		10	5		5	3	1	13	4	9	24	
	3.1		4.5	2.3		2.3	3.9	1.9	5.9	1.3	2.3	4.7	
USED DIFFERENT LIBRARY													
YES	348	27	64	70	39	52	16	10	70	117	113	118	
	29.0	34.6	28.7	32.4	33.9	24.0	20.8	18.9	31.7	39.0	29.0	23.1	
NO	842	51	158	141	76	163	61	43	149	183	274	385	
	70.2	65.4	70.9	65.3	66.1	75.1	79.2	81.1	67.4	61.0	70.4	75.3	
DON'T KNOW	10		1	5		2			2		2	8	
	.8		.4	2.3		.9			.9		.5	1.6	

MILES TO PUPLIC LIBRARY USED MOST OFTEN
HAVE HAD OCCASION TO USE DIFFERENT LIBRARY
BASED ON THOSE WHO MENTIONED USING PUBLIC LIBRARY OVER THE LAST 2 YEARS

TABLE 54

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MILES TO PUPLIC LIBRARY								
	109	14	16	28	51	15	90	4
0.1 TO 0.2 MILES	9.1	9.0	13.3	7.3	9.4	7.9	9.2	11.1
	47	9	5	7	26	6	40	1
0.3 TO 0.4 MILES	3.9	5.8	4.2	1.8	4.8	3.2	4.1	2.8
	99	17	3	43	36	11	85	3
0.5 TO 0.9 MILES	8.3	11.0	2.5	11.3	6.6	5.8	8.7	8.3
	178	17	24	57	80	34	132	12
1.0 TO 1.4 MILES	14.8	11.0	20.0	15.0	14.7	17.9	13.6	33.3
	83	11	6	25	41	14	69	
1.5 TO 1.9 MILES	6.9	7.1	5.0	6.6	7.5	7.4	7.1	
	167	13	15	54	85	31	132	4
2.0 TO 2.4 MILES	13.9	8.4	12.5	14.2	15.6	16.3	13.6	11.1
	44	6	5	16	17	5	39	
2.5 TO 2.9 MILES	3.7	3.9	4.2	4.2	3.1	2.6	4.0	
	133	14	25	33	61	17	113	3
3.0 TO 3.9 MILES	11.1	9.0	20.8	8.7	11.2	8.9	11.6	8.3
	41	4	6	13	18	7	34	
4.0 TO 4.9 MILES	3.4	2.6	5.0	3.4	3.3	3.7	3.5	
	172	16	6	74	76	36	133	3
5.0 TO 9.9 MILES	14.3	10.3	5.0	19.4	14.0	18.9	13.7	8.3
	90	16	5	24	45	8	80	2
10 MILES AND OVER	7.5	10.3	4.2	6.3	8.3	4.2	8.2	5.6
	37	18	4	7	8	6	27	4
DON'T KNOW	3.1	11.6	3.3	1.8	1.5	3.2	2.8	11.1
USED DIFFERENT LIBRARY								
	348	37	21	101	189	90	249	9
YES	29.0	23.9	17.5	26.5	34.7	47.4	25.6	25.0
	842	118	96	278	350	100	715	27
NO	70.2	76.1	80.0	73.0	64.3	52.6	73.4	75.0
	10		3	2	5		10	
DON'T KNOW	.8		2.5	.5	.9		1.0	

REASONS HAVE USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE USED A DIFFERENT LIBRARY

TABLE 55

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	348	184	164	190	92	61	61	135	115	37
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS HAVE USED A DIFFERENT LIBRARY	48	28	20	27	12	8	7	12	23	6
COMMUNITY LIBRARY TOO SMALL	13.8	15.2	12.2	14.2	13.0	13.1	11.5	8.9	20.0	16.2
	71	45	26	35	18	16	21	28	17	5
LARGER LIBRARY	20.4	24.5	15.9	18.4	19.6	26.2	34.4	20.7	14.8	13.5
	36	19	17	23	8	5	10	13	4	9
USE SCHOOL LIBRARY	10.3	10.3	10.4	12.1	8.7	8.2	16.4	9.6	3.5	24.3
	17	4	13	2	11	4	2	15		
FOR BUSINESS REASONS	4.9	2.2	7.9	1.1	12.0	6.6	3.3	11.1		
	80	33	47	47	19	13	5	33	32	10
READILY ACCESSIBLE	23.0	17.9	28.7	24.7	20.7	21.3	8.2	24.4	27.8	27.0
	43	29	14	26	8	9	8	14	18	3
FOR SOMETHING SPECIFIC	12.4	15.8	8.5	13.7	8.7	14.8	13.1	10.4	15.7	8.1
	2	2			2			2		
NEWER	.6	1.1			2.2			1.5		
	38	18	20	27	6	5	5	14	18	1
MISCELLANEOUS	10.9	9.8	12.2	14.2	6.5	8.2	8.2	10.4	15.7	2.7
	25	13	12	10	13	1	4	13	5	3
DON'T KNOW	7.2	7.1	7.3	5.3	14.1	1.6	6.6	9.6	4.3	8.1

REASONS HAVE USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE USED A DIFFERENT LIBRARY

TABLE 56

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	348	85	46	86	82	67	23	96	85	36	31
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS HAVE USED A DIFFERENT LIBRARY											
COMMUNITY LIBRARY TOO SMALL	48	19	5	10	5	9	6	12	12	2	6
	13.8	22.4	10.9	11.6	6.1	13.4	26.1	12.5	14.1	5.6	19.4
LARGER LIBRARY	71	18	6	17	24	12		20	18	12	3
	20.4	21.2	13.0	19.8	29.3	17.9		20.8	21.2	33.3	9.7
USE SCHOOL LIBRARY	36	9	4	9	10	9	5	9	9	4	
	10.3	10.6	8.7	10.5	12.2	13.4	21.7	9.4	10.6	11.1	
FOR BUSINESS REASONS	17	14	1		2			2	11		4
	4.9	16.5	2.2		2.4			2.1	12.9		12.9
READILY ACCESSIBLE	80	10	17	23	18	18	2	26	8	11	13
	23.0	11.8	37.0	26.7	22.0	26.9	8.7	27.1	9.4	30.6	41.9
FOR SOMETHING SPECIFIC	43	9	2	14	10	17	1	8	10	4	3
	12.4	10.6	4.3	16.3	12.2	25.4	4.3	8.3	11.8	11.1	9.7
NEWER	2			2					2		
	.6			2.3					2.4		
MISCELLANEOUS	38	6	10	7	10	6	6	15	7	2	2
	10.9	7.1	21.7	8.1	12.2	9.0	26.1	15.6	8.2	5.6	6.5
DON'T KNOW	25	4	3	7	6	1	3	6	12	2	
	7.2	4.7	6.5	8.1	7.3	1.5	13.0	6.3	14.1	5.6	

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REASONS HAVE USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE USED A DIFFERENT LIBRARY

TABLE 57

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	348 100.0	27 100.0	64 100.0	70 100.0	39 100.0	52 100.0	16 100.0	10 100.0	70 100.0	117 100.0	113 100.0	118 100.0	
REASONS HAVE USED A DIFFERENT LIBRARY													
COMMUNITY LIBRARY TOO SMALL	48 13.8	3 11.1	6 9.4	10 14.3	2 5.1	10 19.2	1 6.3	2 20.0	14 20.0	16 13.7	24 21.2	8 6.8	
LARGER LIBRARY	71 20.4	11 40.7	15 23.4	7 10.0	7 17.9	9 17.3	5 31.3	1 10.0	16 22.9	32 27.4	17 15.0	22 18.6	
USE SCHOOL LIBRARY	36 10.3	4 14.8	6 9.4	7 10.0	5 12.8	8 15.4			6 8.6	4 3.4	9 8.0	23 19.5	
FOR BUSINESS REASONS	17 4.9		4 6.3	4 5.7	7 17.9	1 1.9		1 10.0		12 10.3	1 .9	4 3.4	
READILY ACCESSIBLE	80 23.0	6 22.2	16 25.0	19 27.1	5 12.8	10 19.2	6 37.5	3 30.0	15 21.4	27 23.1	34 30.1	19 16.1	
FOR SOMETHING SPECIFIC	43 12.4	1 3.7	8 12.5	12 17.1	4 10.3	2 3.8	4 25.0	1 10.0	11 15.7	12 10.3	9 8.0	22 18.6	
NEWER	2 .6		2 3.1							2 1.7			
MISCELLANEOUS	38 10.9	2 7.4	3 4.7	6 8.6	9 23.1	9 17.3		3 30.0	6 8.6	15 12.8	13 11.5	10 8.5	
DON'T KNOW	25 7.2		9 14.1	6 8.6	2 5.1	3 5.8			5 7.1	4 3.4	9 8.0	12 10.2	

REASONS HAVE USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE USED A DIFFERENT LIBRARY

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	348	37	21	101	189	90	249	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS HAVE USED A DIFFERENT LIBRARY								
COMMUNITY LIBRARY TOO SMALL	48	7	6	10	25	16	32	
	13.8	18.9	28.6	9.9	13.2	17.8	12.9	
LARGER LIBRARY	71	4	1	24	42	18	52	1
	20.4	10.8	4.8	23.8	22.2	20.0	20.9	11.1
USE SCHOOL LIBRARY	36			11	25	8	27	1
	10.3			10.9	13.2	8.9	10.8	11.1
FOR BUSINESS REASONS	17		1	4	12	3	14	
	4.9		4.8	4.0	6.3	3.3	5.6	
READILY ACCESSIBLE	80	10	9	18	43	18	61	1
	23.0	27.0	42.9	17.8	22.8	20.0	24.5	11.1
FOR SOMETHING SPECIFIC	43	8	2	14	19	7	32	4
	12.4	21.6	9.5	13.9	10.1	7.8	12.9	44.4
NEWER	2			2		2		
	.6			2.0		2.2		
MISCELLANEOUS	38	4	1	18	15	16	20	2
	10.9	10.8	4.8	17.8	7.9	17.8	8.0	22.2
DON'T KNOW	25	4	2	7	12	6	19	
	7.2	10.8	9.5	6.9	6.3	6.7	7.6	

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REASONS HAVE USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE USED A DIFFERENT LIBRARY

TABLE 59

	TOTAL	MILES TO PUBLIC LIBRARY			
		UNDER 1 MI	1-2.9 MILES	3-5.9 MILES	6 MI. & OVER
WEIGHTED BASE	348	88	157	52	45
	100.0	100.0	100.0	100.0	100.0
REASONS HAVE USED A DIFFERENT LIBRARY					
	48	13	20	11	4
COMMUNITY LIBRARY TOO SMALL	13.8	14.8	12.7	21.2	8.9
	71	20	43	6	2
LARGER LIBRARY	20.4	22.7	27.4	11.5	4.4
	36	15	9	4	8
USE SCHOOL LIBRARY	10.3	17.0	5.7	7.7	17.8
	17	2	4	3	8
FOR BUSINESS REASONS	4.9	2.3	2.5	5.8	17.8
	80	26	29	12	12
READILY ACCESSIBLE	23.0	29.5	18.5	23.1	26.7
	43	7	23	6	4
FOR SOMETHING SPECIFIC	12.4	8.0	14.6	11.5	8.9
	2		2		
NEWER	.6		1.3		
	38	6	21	5	4
MISCELLANEOUS	10.9	6.8	13.4	9.6	8.9
	25	2	11	5	7
DON'T KNOW	7.2	2.3	7.0	9.6	15.6

REASONS HAVE NOT USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE NOT USED A DIFFERENT LIBRARY

TABLE 60

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	842	367	475	367	237	234	81	233	325	201
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS HAVE NOT USED A DIFFERENT LIBRARY										
NO	165	74	91	78	36	50	21	42	63	39
	19.6	20.2	19.2	21.3	15.2	21.4	25.9	18.0	19.4	19.4
DON'T NEED ANOTHER LIBRARY	29	16	13	9	9	11	1	8	10	10
	3.4	4.4	2.7	2.5	3.8	4.7	1.2	3.4	3.1	5.0
USE CLOSER ONE	34	15	19	18	4	12	4	4	9	17
	4.0	4.1	4.0	4.9	1.7	5.1	4.9	1.7	2.8	8.5
TOO FAR AWAY	15	6	9	6	3	6	1	5	6	3
	1.8	1.6	1.9	1.6	1.3	2.6	1.2	2.1	1.8	1.5
ONLY LIBRARY IN TOWN	19	6	13	4	4	11		1	14	4
	2.3	1.6	2.7	1.1	1.7	4.7		.4	4.3	2.0
DON'T USE LIBRARY	21	6	15	8	5	8	4	10	3	4
	2.5	1.6	3.2	2.2	2.1	3.4	4.9	4.3	.9	2.0
MORE CONVENIENT	33	7	26	19	11	3	1	10	10	12
	3.9	1.9	5.5	5.2	4.6	1.3	1.2	4.3	3.1	6.0
MISCELLANEOUS	535	240	295	227	168	137	50	154	213	116
	63.5	65.4	62.1	61.9	70.9	58.5	61.7	66.1	65.5	57.7
DON'T KNOW										

REASONS HAVE NOT USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE NOT USED A DIFFERENT LIBRARY

TABLE 61

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	842	141	124	205	272	155	64	145	209	151	98
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS HAVE NOT USED A DIFFERENT LIBRARY											
NO	165	35	15	34	59	32	14	31	39	28	17
DON'T NEED ANOTHER LIBRARY	19.6	24.8	12.1	16.6	21.7	20.6	21.9	21.4	18.7	18.5	17.3
	29	2	3	8	13	5	1	3	9	6	5
USE CLOSER ONE	3.4	1.4	2.4	3.9	4.8	3.2	1.6	2.1	4.3	4.0	5.1
	34	9	8	7	8	4	4	10	5	3	8
TOO FAR AWAY	4.0	6.4	6.5	3.4	2.9	2.6	6.3	6.9	2.4	2.0	8.2
	15	2		4	9	1	1	4	3	2	4
ONLY LIBRARY IN TOWN	1.8	1.4		2.0	3.3	.6	1.6	2.8	1.4	1.3	4.1
	19	1	7	2	9	4			1	4	10
DON'T USE LIBRARY	2.3	.7	5.6	1.0	3.3	2.6			.5	2.6	10.2
	21	4	2	5	10	1	3	4	6	5	2
MORE CONVENIENT	2.5	2.8	1.6	2.4	3.7	.6	4.7	2.8	2.9	3.3	2.0
	33	2	7	5	7	8	4	6	8	1	5
MISCELLANEOUS	3.9	1.4	5.6	2.4	2.6	5.2	6.3	4.1	3.8	.7	5.1
	535	87	82	142	163	100	38	88	142	102	50
DON'T KNOW	63.5	61.7	66.1	69.3	59.9	64.5	59.4	60.7	67.9	67.5	51.0

REASONS HAVE NOT USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE NOT USED A DIFFERENT LIBRARY

TABLE 62

	TOTAL	REGION								USE OF PUBLIC LIBRARIES			
		NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	842	51	158	141	76	163	61	43	149	183	274	385	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
REASONS HAVE NOT USED A DIFFERENT LIBRARY													
NO	165	8	18	33	25	24	15	19	23	40	48	77	
	19.6	15.7	11.4	23.4	32.9	14.7	24.6	44.2	15.4	21.9	17.5	20.0	
DON'T NEED ANOTHER LIBRARY	29		6	4	2	7	4	2	4	7	13	9	
	3.4		3.8	2.8	2.6	4.3	6.6	4.7	2.7	3.8	4.7	2.3	
USE CLOSER ONE	34		6	3	5	10	4		6	6	21	7	
	4.0		3.8	2.1	6.6	6.1	6.6		4.0	3.3	7.7	1.8	
TOO FAR AWAY	15			3	6	2	4			3	9	3	
	1.8			2.1	7.9	1.2	6.6			1.6	3.3	.8	
ONLY LIBRARY IN TOWN	19	1	3	4	2	2			6		5	14	
	2.3	2.0	1.9	2.8	2.6	1.2	1.6		4.0		1.8	3.6	
DON'T USE LIBRARY	21	1	4	6	3	3		2	2	6	6	9	
	2.5	2.0	2.5	4.3	3.9	1.8		4.7	1.3	3.3	2.2	2.3	
MORE CONVENIENT	33	2	7	9	2	5			8	9	12	12	
	3.9	3.9	4.4	6.4	2.6	3.1			5.4	4.9	4.4	3.1	
MISCELLANEOUS	535	40	115	80	33	112	33	20	102	115	164	256	
	63.5	78.4	72.8	56.7	43.4	68.7	54.1	46.5	68.5	62.8	59.9	66.5	
DON'T KNOW													

REASONS HAVE NOT USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE NOT USED A DIFFERENT LIBRARY

TABLE 63

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	842	118	96	278	350	100	715	27
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS HAVE NOT USED A DIFFERENT LIBRARY								
NO								
DON'T NEED ANOTHER LIBRARY	165	20	12	67	66	18	143	4
	19.6	16.9	12.5	24.1	18.9	18.0	20.0	14.8
USE CLOSER ONE	29	3	4	12	10	3	24	2
	3.4	2.5	4.2	4.3	2.9	3.0	3.4	7.4
TOO FAR AWAY	34	12	4	8	10	3	31	
	4.0	10.2	4.2	2.9	2.9	3.0	4.3	
ONLY LIBRARY IN TOWN	15	2	3	1	9	1	14	
	1.8	1.7	3.1	.4	2.6	1.0	2.0	
DON'T USE LIBRARY	19	2	8	5	4		18	1
	2.3	1.7	8.3	1.8	1.1		2.5	3.7
MORE CONVENIENT	21	4	5	8	4	3	17	1
	2.5	3.4	5.2	2.9	1.1	3.0	2.4	3.7
MISCELLANEOUS	33	4		12	17	4	29	
	3.9	3.4		4.3	4.9	4.0	4.1	
DON'T KNOW	535	73	64	165	233	68	447	20
	63.5	61.9	66.7	59.4	66.6	68.0	62.5	74.1

REASONS HAVE NOT USED A DIFFERENT LIBRARY
BASED ON THOSE WHO HAVE NOT USED A DIFFERENT LIBRARY

TABLE 64

	TOTAL	MILES TO PUBLIC LIBRARY			
		UNDER 1 MI	1-2.9 MILES	3-5.9 MILES	6 MI. & OVER
WEIGHTED BASE	842	167	315	184	150
	100.0	100.0	100.0	100.0	100.0
REASONS HAVE NOT USED A DIFFERENT LIBRARY					
NO					
	165	26	78	39	20
DON'T NEED ANOTHER LIBRARY	19.6	15.6	24.8	21.2	13.3
	29	9	9	8	
USE CLOSER ONE	3.4	5.4	2.9	4.3	
	34	8	15	1	6
TOO FAR AWAY	4.0	4.8	4.8	.5	4.0
	15		8	3	4
ONLY LIBRARY IN TOWN	1.8		2.5	1.6	2.7
	19	6	8	3	2
DON'T USE LIBRARY	2.3	3.6	2.5	1.6	1.3
	21	4	7	4	5
MORE CONVENIENT	2.5	2.4	2.2	2.2	3.3
	33	9	7	9	7
MISCELLANEOUS	3.9	5.4	2.2	4.9	4.7
	535	109	184	119	107
DON'T KNOW	63.5	65.3	58.4	64.7	71.3

SERVICES PROVIDED BY THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 65

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOK LOANS										
NAMED UNAIDED	690	342	348	337	195	152	82	226	247	133
	57.5	61.7	53.9	60.1	59.1	50.7	57.7	60.9	56.0	54.5
NAMED TOTAL	1144	521	623	540	307	288	136	355	430	221
	95.3	94.0	96.4	96.3	93.0	96.0	95.8	95.7	97.5	90.6
HAVE USED	1029	452	577	490	277	253	123	327	386	191
	85.8	81.6	89.3	87.3	83.9	84.3	86.6	88.1	87.5	78.3
MUSIC LISTENING AREAS										
NAMED UNAIDED	21	14	7	16	2	3	1	5	12	3
	1.8	2.5	1.1	2.9	.6	1.0	.7	1.3	2.7	1.2
NAMED TOTAL	397	179	218	234	94	66	53	128	147	69
	33.1	32.3	33.7	41.7	28.5	22.0	37.3	34.5	33.3	28.3
HAVE USED	120	62	58	91	14	13	24	48	36	12
	10.0	11.2	9.0	16.2	4.2	4.3	16.9	12.9	8.2	4.9
READING AREAS										
NAMED UNAIDED	90	32	58	55	12	22	2	23	36	29
	7.5	5.8	9.0	9.8	3.6	7.3	1.4	6.2	8.2	11.9
NAMED TOTAL	1056	476	580	522	282	243	135	341	399	180
	88.0	85.9	89.8	93.0	85.5	81.0	95.1	91.9	90.5	73.8
HAVE USED	566	266	300	343	109	110	101	179	191	95
	47.2	48.0	46.4	61.1	33.0	36.7	71.1	48.2	43.3	38.9
MAGAZINES/NEWSPAPER COLLECTION										
NAMED UNAIDED	324	168	156	169	90	62	50	119	107	47
	27.0	30.3	24.1	30.1	27.3	20.7	35.2	32.1	24.3	19.3
NAMED TOTAL	956	445	511	484	240	224	129	317	355	154
	79.7	80.3	79.1	86.3	72.7	74.7	90.8	85.4	80.5	63.1
HAVE USED	467	238	229	280	100	82	88	184	150	44
	38.9	43.0	35.4	49.9	30.3	27.3	62.0	49.6	34.0	18.0

SERVICES PROVIDED BY THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 66

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOK LOANS											
NAMED UNAIDED	690	141	80	179	199	144	49	138	166	111	56
	57.5	61.8	47.1	60.9	55.7	64.0	55.7	57.3	56.3	58.7	42.4
NAMED TOTAL	1144	220	159	275	344	217	86	230	277	178	126
	95.3	96.5	93.5	93.5	96.4	96.4	97.7	95.4	93.9	94.2	95.5
HAVE USED	1029	198	145	246	315	206	78	199	254	153	113
	85.8	86.8	85.3	83.7	88.2	91.6	88.6	82.6	86.1	81.0	85.6
MUSIC LISTENING AREAS											
NAMED UNAIDED	21	2	2	10	7	3	4	9	4		
	1.8	.9	1.2	3.4	2.0	1.3	4.5	3.7	1.4		
NAMED TOTAL	397	82	61	101	107	80	45	107	91	37	28
	33.1	36.0	35.9	34.4	30.0	35.6	51.1	44.4	30.8	19.6	21.2
HAVE USED	120	29	13	26	38	25	21	45	14	10	3
	10.0	12.7	7.6	8.8	10.6	11.1	23.9	18.7	4.7	5.3	2.3
READING AREAS											
NAMED UNAIDED	90	8	15	16	33	25	2	28	18	3	12
	7.5	3.5	8.8	5.4	9.2	11.1	2.3	11.6	6.1	1.6	9.1
NAMED TOTAL	1056	211	161	241	303	203	85	227	256	153	102
	88.0	92.5	94.7	82.0	84.9	90.2	96.6	94.2	86.8	81.0	77.3
HAVE USED	566	114	85	123	165	104	57	175	99	54	63
	47.2	50.0	50.0	41.8	46.2	46.2	64.8	72.8	33.6	28.6	47.7
MAGAZINES/NEWSPAPER COLLECTION											
NAMED UNAIDED	324	76	44	74	89	53	21	91	80	45	19
	27.0	33.3	25.9	25.2	24.9	23.6	23.9	37.8	27.1	23.8	14.4
NAMED TOTAL	956	197	142	229	273	181	78	218	225	140	87
	79.7	86.4	83.5	77.9	76.5	80.4	88.6	90.5	76.3	74.1	65.9
HAVE USED	467	110	55	115	122	77	42	155	96	38	46
	38.9	48.2	38.2	39.1	34.2	34.2	47.7	64.3	32.5	20.1	34.8

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SERVICES PROVIDED BY THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 67

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
BOOK LOANS													
NAMED UNAIDED	690	50	137	109	59	137	33	28	137	159	236	295	
	57.5	64.1	61.4	50.5	51.3	63.1	42.9	52.8	62.0	53.0	60.7	57.7	
NAMED TOTAL	1144	74	207	206	112	211	64	53	217	290	381	473	
	95.3	94.9	92.8	95.4	97.4	97.2	83.1	100.0	98.2	96.7	97.9	92.6	
HAVE USED	1029	63	181	185	110	189	53	49	199	268	333	428	
	85.8	80.8	81.2	85.6	95.7	87.1	68.8	92.5	90.0	89.3	85.6	83.8	
MUSIC LISTENING AREAS													
NAMED UNAIDED	21	4	2	2		6		3	4	7	4	10	
	1.8	5.1	.9	.9		2.8		5.7	1.8	2.3	1.0	2.0	
NAMED TOTAL	397	30	86	69	44	66	26	12	64	107	126	164	
	33.1	38.5	38.6	31.9	38.3	30.4	33.8	22.6	29.0	35.7	32.4	32.1	
HAVE USED	120	11	19	21	16	20	6	6	21	39	32	49	
	10.0	14.1	8.5	9.7	13.9	9.2	7.8	11.3	9.5	13.0	8.2	9.6	
READING AREAS													
NAMED UNAIDED	90	3	9	9	11	15	11	10	22	19	41	30	
	7.5	3.8	4.0	4.2	9.6	6.9	14.3	18.9	10.0	6.3	10.5	5.9	
NAMED TOTAL	1056	66	196	201	108	173	69	52	191	280	333	443	
	88.0	84.6	87.9	93.1	93.9	79.7	89.6	98.1	86.4	93.3	85.6	86.7	
HAVE USED	566	41	101	112	62	77	44	28	101	168	176	222	
	47.2	52.6	45.3	51.9	53.9	35.5	57.1	52.8	45.7	56.0	45.2	43.4	
MAGAZINES/NEWSPAPER COLLECTION													
NAMED UNAIDED	324	11	55	56	38	62	9	25	68	70	109	145	
	27.0	14.1	24.7	25.9	33.0	28.6	11.7	47.2	30.8	23.3	28.0	28.4	
NAMED TOTAL	956	69	182	174	105	156	53	49	168	250	307	399	
	79.7	88.5	81.6	80.6	91.3	71.9	68.8	92.5	76.0	83.3	78.9	78.1	
HAVE USED	467	36	88	74	67	68	23	32	79	156	130	181	
	38.9	46.2	39.5	34.3	58.3	31.3	29.9	60.4	35.7	52.0	33.4	35.4	

SERVICES PROVIDED BY THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 68

	TOTAL	READERSHIP SCALE LIGHT 0	1	2	HEAVY 3	LAST BOOK READ FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOK LOANS								
	690	87	57	243	303	114	556	20
NAMED UNAIDED	57.5	56.1	47.5	63.8	55.7	60.0	57.1	55.6
	1144	143	105	374	522	176	936	32
NAMED TOTAL	95.3	92.3	87.5	98.2	96.0	92.6	96.1	88.9
	1029	121	94	325	489	145	854	30
HAVE USED	85.8	78.1	78.3	85.3	89.9	76.3	87.7	83.3
MUSIC LISTENING AREAS								
	21	6		4	11	4	13	4
NAMED UNAIDED	1.8	3.9		1.0	2.0	2.1	1.3	11.1
	397	66	35	112	184	64	326	7
NAMED TOTAL	33.1	42.6	29.2	29.4	33.8	33.7	33.5	19.4
	120	16	3	23	78	22	98	
HAVE USED	10.0	10.3	2.5	6.0	14.3	11.6	10.1	
READING AREAS								
	90	15	11	33	31	15	74	1
NAMED UNAIDED	7.5	9.7	9.2	8.7	5.7	7.9	7.6	2.8
	1056	129	94	333	500	172	858	26
NAMED TOTAL	88.0	83.2	78.3	87.4	91.9	90.5	88.1	72.2
	566	76	40	167	283	96	460	10
HAVE USED	47.2	49.0	33.3	43.8	52.0	50.5	47.2	27.8
MAGAZINES/NEWSPAPER COLLECTION								
	324	32	23	116	153	50	263	11
NAMED UNAIDED	27.0	20.6	19.2	30.4	28.1	26.3	27.0	30.6
	956	111	70	320	455	152	778	26
NAMED TOTAL	79.7	71.6	58.3	84.0	83.6	80.0	79.9	72.2
	467	62	25	146	234	86	365	16
HAVE USED	38.9	40.0	20.8	38.3	43.0	45.3	37.5	44.4

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 69

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MICRO-FILMS OF OLD BOOKS										
	41	29	12	25	14	2	20	18	3	
NAMED UNAIDED	3.4	5.2	1.9	4.5	4.2	.7	14.1	4.9	.7	
	377	215	162	211	106	57	70	139	116	52
NAMED TOTAL	31.4	38.8	25.1	37.6	32.1	19.0	49.3	37.5	26.3	21.3
	130	72	58	96	24	9	36	44	44	6
HAVE USED	10.8	13.0	9.0	17.1	7.3	3.0	25.4	11.9	10.0	2.5
PHONOGRAPH RECORD LOANS										
	262	122	140	140	69	51	35	105	105	17
NAMED UNAIDED	21.8	22.0	21.7	25.0	20.9	17.0	24.6	28.3	23.8	7.0
	609	278	331	324	152	128	82	221	221	85
NAMED TOTAL	50.8	50.2	51.2	57.8	46.1	42.7	57.7	59.6	50.1	34.8
	219	97	122	115	62	39	33	86	81	19
HAVE USED	18.3	17.5	18.9	20.5	18.8	13.0	23.2	23.2	18.4	7.8
FOREIGN LANGUAGE TAPES										
	9		9	7		2		4	5	
NAMED UNAIDED	.8		1.4	1.2		.7		1.1	1.1	
	350	188	162	208	77	63	66	117	112	55
NAMED TOTAL	29.2	33.9	25.1	37.1	23.3	21.0	46.5	31.5	25.4	22.5
	47	30	17	27	11	9	8	15	18	6
HAVE USED	3.9	5.4	2.6	4.8	3.3	3.0	5.6	4.0	4.1	2.5
ART/PAINTING/POSTER LOANS										
	61	22	39	32	16	13	3	29	23	6
NAMED UNAIDED	5.1	4.0	6.0	5.7	4.8	4.3	2.1	7.8	5.2	2.5
	290	139	151	145	87	55	32	112	104	42
NAMED TOTAL	24.2	25.1	23.4	25.8	26.4	18.3	22.5	30.2	23.6	17.2
	54	24	30	26	12	15	4	28	19	3
HAVE USED	4.5	4.3	4.6	4.6	3.6	5.0	2.8	7.5	4.3	1.2

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 70

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MICRO-FILMS OF OLD BOOKS											
	41	16	2	7	8	4	4	16	4	5	3
NAMED UNAIDED	3.4	7.0	1.2	2.4	2.2	1.8	4.6	6.6	1.4	2.6	2.3
	377	96	53	98	84	55	31	123	83	43	30
NAMED TOTAL	31.4	42.1	31.2	33.3	23.5	24.4	35.2	51.0	28.1	22.8	22.7
	130	30	19	30	36	20	8	67	17	8	6
HAVE USED	10.8	13.2	11.2	10.2	10.1	8.9	9.1	27.8	5.8	4.2	4.5
PHONOGRAPH RECORD LOANS											
	262	74	27	52	71	53	28	57	63	35	19
NAMED UNAIDED	21.8	32.5	15.9	17.7	19.9	23.6	31.8	23.7	21.4	18.5	14.4
	609	142	87	131	175	127	57	137	150	78	48
NAMED TOTAL	50.8	62.3	51.2	44.6	49.0	56.4	64.8	56.8	50.8	41.3	36.4
	219	58	27	39	57	39	23	52	54	29	16
HAVE USED	18.3	25.4	15.9	13.3	16.0	17.3	26.1	21.6	18.3	15.3	12.1
FOREIGN LANGUAGE TAPES											
	9	2	3		1	4		3		2	
NAMED UNAIDED	.8	.9	1.8		.3	1.8		1.2		1.1	
	350	92	41	80	90	56	37	113	71	36	31
NAMED TOTAL	29.2	40.4	24.1	27.2	25.2	24.9	42.0	46.9	24.1	19.0	23.5
	47	15	8	8	11	8	2	17	9	10	1
HAVE USED	3.9	6.6	4.7	2.7	3.1	3.6	2.3	7.1	3.1	5.3	.8
ART/PAINTING/POSTER LOANS											
	61	16	3	11	23	17	5	10	14	6	9
NAMED UNAIDED	5.1	7.0	1.8	3.7	6.4	7.6	5.7	4.1	4.7	3.2	6.8
	290	61	53	62	71	53	24	68	81	28	30
NAMED TOTAL	24.2	26.8	31.2	21.1	19.9	23.6	27.3	28.2	27.5	14.8	22.7
	54	17	2	12	17	15	4	7	12	8	7
HAVE USED	4.5	7.5	1.2	4.1	4.8	6.7	4.5	2.9	4.1	4.2	5.3

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 71

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MICRO-FILMS OF OLD BOOKS													
NAMED UNAIDED	41	1	11	10	1	5		5	8	13	12	16	
	3.4	1.3	4.9	4.6	.9	2.3		9.4	3.6	4.3	3.1	3.1	
NAMED TOTAL	377	20	83	71	35	54	23	23	68	110	131	136	
	31.4	25.6	37.2	32.9	30.4	24.9	29.9	43.4	30.8	36.7	33.7	26.6	
HAVE USED	130	13	31	22	8	14	5	12	25	41	39	50	
	10.8	16.7	13.9	10.2	7.0	6.5	6.5	22.6	11.3	13.7	10.0	9.8	
PHONOGRAPH RECORD LOANS													
NAMED UNAIDED	262	14	57	53	39	28	7	9	55	98	70	94	
	21.8	17.9	25.6	24.5	33.9	12.9	9.1	17.0	24.9	32.7	18.0	18.4	
NAMED TOTAL	609	37	125	134	73	86	25	24	105	206	186	217	
	50.8	47.4	56.1	62.0	63.5	39.6	32.5	45.3	47.5	68.7	47.8	42.5	
HAVE USED	219	16	46	44	26	27	7	13	40	88	69	62	
	18.3	20.5	20.6	20.4	22.6	12.4	9.1	24.5	18.1	29.3	17.7	12.1	
FOREIGN LANGUAGE TAPES													
NAMED UNAIDED	9		1	3					5	6	3		
	.8		.4	1.4					2.3	2.0	.8		
NAMED TOTAL	350	22	55	78	41	41	17	20	76	107	116	127	
	29.2	28.2	24.7	36.1	35.7	18.9	22.1	37.7	34.4	35.7	29.8	24.9	
HAVE USED	47	3	6	2	3	6	8	6	13	19	17	11	
	3.9	3.8	2.7	.9	2.6	2.8	10.4	11.3	5.9	6.3	4.4	2.2	
ART/PAINTING/POSTER LOANS													
NAMED UNAIDED	61	4	13	16	10	7		2	9	26	11	24	
	5.1	5.1	5.8	7.4	8.7	3.2		3.8	4.1	8.7	2.8	4.7	
NAMED TOTAL	290	15	52	58	40	48	13	17	47	102	76	112	
	24.2	19.2	23.3	26.9	34.8	22.1	16.9	32.1	21.3	34.0	19.5	21.9	
HAVE USED	54	5	7	6	10	9		9	8	20	13	21	
	4.5	6.4	3.1	2.8	8.7	4.1		17.0	3.6	6.7	3.3	4.1	

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 72

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MICRO-FILMS OF OLD BOOKS								
NAMED UNAIDED	41	5	1	13	22	12	29	
	3.4	3.2	.8	3.4	4.0	6.3	3.0	
NAMED TOTAL	377	52	17	133	175	87	283	7
	31.4	33.5	14.2	34.9	32.2	45.8	29.1	19.4
HAVE USED	130	20	3	43	64	17	112	1
	10.8	12.9	2.5	11.3	11.8	8.9	11.5	2.8
PHONOGRAPH RECORD LOANS								
NAMED UNAIDED	262	29	19	69	145	38	217	7
	21.8	18.7	15.8	18.1	26.7	20.0	22.3	19.4
NAMED TOTAL	609	82	56	166	305	116	479	14
	50.8	52.9	46.7	43.6	56.1	61.1	49.2	38.9
HAVE USED	219	24	17	53	125	26	189	4
	18.3	15.5	14.2	13.9	23.0	13.7	19.4	11.1
FOREIGN LANGUAGE TAPES								
NAMED UNAIDED	9	3			6		9	
	.8	1.9			1.1		.9	
NAMED TOTAL	350	42	25	92	191	70	274	6
	29.2	27.1	20.8	24.1	35.1	36.8	28.1	16.7
HAVE USED	47	8		15	24	8	38	1
	3.9	5.2		3.9	4.4	4.2	3.9	2.8
ART/PAINTING/POSTER LOANS								
NAMED UNAIDED	61	6	9	12	34	10	49	2
	5.1	3.9	7.5	3.1	6.3	5.3	5.0	5.6
NAMED TOTAL	290	35	21	98	136	45	237	8
	24.2	22.6	17.5	25.7	25.0	23.7	24.3	22.2
HAVE USED	54	1	1	15	37	9	44	1
	4.5	.6	.8	3.9	6.8	4.7	4.5	2.8

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 73

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED										
NAMED UNAIDED	11	7	4	5	6		1	6	2	2
	.9	1.3	.6	.9	1.8		.7	1.6	.5	.8
NAMED TOTAL	382	180	202	187	114	77	52	145	126	59
	31.8	32.5	31.3	33.3	34.5	25.7	36.6	39.1	28.6	24.2
HAVE USED	22	11	11	15	5	2	3	6	9	4
	1.8	2.0	1.7	2.7	1.5	.7	2.1	1.6	2.0	1.6
STORYTIME PERIODS										
NAMED UNAIDED	94	11	83	46	29	18	11	36	33	14
	7.8	2.0	12.8	8.2	8.8	6.0	7.7	9.7	7.5	5.7
NAMED TOTAL	677	249	428	326	198	148	87	226	257	107
	56.4	44.9	66.3	58.1	60.0	49.3	61.3	60.9	58.3	43.9
HAVE USED	128	16	112	69	42	16	16	57	42	13
	10.7	2.9	17.3	12.3	12.7	5.3	11.3	15.4	9.5	5.3
BOOK CLUB GROUPS										
NAMED UNAIDED	13	5	8	4	3	6	2	5	1	5
	1.1	.9	1.2	.7	.9	2.0	1.4	1.3	.2	2.0
NAMED TOTAL	273	117	156	155	69	48	46	89	88	50
	22.8	21.1	24.1	27.6	20.9	16.0	32.4	24.0	20.0	20.5
HAVE USED	30	10	20	14	5	11	5	11	5	9
	2.5	1.8	3.1	2.5	1.5	3.7	3.5	3.0	1.1	3.7
INTER-LIBRARY LOAN SERVICE										
NAMED UNAIDED	40	19	21	20	12	8	13	15	8	4
	3.3	3.4	3.3	3.6	3.6	2.7	9.2	4.0	1.8	1.6
NAMED TOTAL	384	191	193	170	118	91	59	171	122	32
	32.0	34.5	29.9	30.3	35.8	30.3	41.5	46.1	27.7	13.1
HAVE USED	149	70	79	71	40	36	34	65	43	7
	12.4	12.6	12.2	12.7	12.1	12.0	23.9	17.5	9.8	2.9

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 74

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED											
	11	3	3	2	1	4		1	6		
NAMED UNAIDED	.9	1.3	1.8	.7	.3	1.8		.4	2.0		
	382	101	58	87	91	62	33	87	99	45	40
NAMED TOTAL	31.8	44.3	34.1	29.6	25.5	27.6	37.5	36.1	33.6	24.3	30.3
	22	4	4	8	2	9	1	4	6	1	
HAVE USED	1.8	1.8	2.4	2.7	.6	4.0	1.1	1.7	2.0	.5	
STORYTIME PERIODS											
	94	19	14	15	38	29	5	12	35	5	7
NAMED UNAIDED	7.8	8.3	8.2	5.1	10.6	12.9	5.7	5.0	11.9	2.6	5.3
	677	144	109	142	201	135	42	145	197	83	54
NAMED TOTAL	56.4	63.2	64.1	48.3	56.3	60.0	47.7	60.2	66.8	43.9	40.9
	128	26	17	21	43	35	7	27	50	6	1
HAVE USED	10.7	11.4	10.0	7.1	12.0	15.6	8.0	11.2	16.9	3.2	.8
BOOK CLUB GROUPS											
	13	4	5	2	1	1	1	2	1	2	6
NAMED UNAIDED	1.1	1.8	2.9	.7	.3	.4	1.1	.8	.3	1.1	4.5
	273	61	50	60	69	49	33	73	71	16	28
NAMED TOTAL	22.8	26.8	29.4	20.4	19.3	21.8	37.5	30.3	24.1	8.5	21.2
	30	9	1	6	13	3	1	10	7	2	7
HAVE USED	2.5	3.9	.6	2.0	3.6	1.3	1.1	4.1	2.4	1.1	5.3
INTER-LIBRARY LOAN SERVICE											
	40	12	7	4	13	8		12	13	5	1
NAMED UNAIDED	3.3	5.3	4.1	1.4	3.6	3.6		5.0	4.4	2.6	.8
	384	112	63	65	101	49	33	84	123	55	29
NAMED TOTAL	32.0	49.1	37.1	22.1	28.3	21.8	37.5	34.9	41.7	29.1	22.0
	149	44	29	18	41	16	6	46	45	16	14
HAVE USED	12.4	19.3	17.1	6.1	11.5	7.1	6.8	19.1	15.3	8.5	10.6

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 75

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED													
	11				4	3	2		2	3	3	5	
NAMED UNAIDED	.9				3.5	1.4	2.6		.9	1.0	.8	1.0	
	382	21	58	79	42	45	35	22	80	109	123	150	
NAMED TOTAL	31.8	26.9	26.0	36.6	36.5	20.7	45.5	41.5	36.2	36.3	31.6	29.4	
	22	1	2	4		5	2	2	6	10	7	5	
HAVE USED	1.8	1.3	.9	1.9		2.3	2.6	3.8	2.7	3.3	1.8	1.0	
STORYTIME PERIODS													
	94	11	20	16	20	9		3	15	33	23	38	
NAMED UNAIDED	7.8	14.1	9.0	7.4	17.4	4.1		5.7	6.8	11.0	5.9	7.4	
	677	49	121	134	89	98	38	26	122	209	205	263	
NAMED TOTAL	56.4	62.8	54.3	62.0	77.4	45.2	49.4	49.1	55.2	69.7	52.7	51.5	
	128	14	20	28	24	8	12	11	11	48	25	55	
HAVE USED	10.7	17.9	9.0	13.0	20.9	3.7	15.6	20.8	5.0	16.0	6.4	10.8	
BOOK CLUB GROUPS													
	13		3	2	6	1			1	2	6	5	
NAMED UNAIDED	1.1		1.3	.9	5.2	.5			.5	.7	1.5	1.0	
	273	17	46	53	35	36	26	12	48	90	75	108	
NAMED TOTAL	22.8	21.8	20.6	24.5	30.4	16.6	33.8	22.6	21.7	30.0	19.3	21.1	
	30	3		7	7	5	3		5	12	12	6	
HAVE USED	2.5	3.8		3.2	6.1	2.3	3.9		2.3	4.0	3.1	1.2	
INTER-LIBRARY LOAN SERVICE													
	40	3	8	8	4	3	2	2	10	13	12	15	
NAMED UNAIDED	3.3	3.8	3.6	3.7	3.5	1.4	2.6	3.8	4.5	4.3	3.1	2.9	
	384	26	83	74	47	37	15	24	78	145	121	118	
NAMED TOTAL	32.0	33.3	37.2	34.3	40.9	17.1	19.5	45.3	35.3	48.3	31.1	23.1	
	149	7	28	27	25	11	4	12	35	70	36	43	
HAVE USED	12.4	9.0	12.6	12.5	21.7	5.1	5.2	22.6	15.8	23.3	9.3	8.4	

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 76

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED								
	11	4		3	4		11	
NAMED UNAIDED	.9	2.6		.8	.7		1.1	
	382	52	23	127	180	67	305	10
NAMED TOTAL	31.8	33.5	19.2	33.3	33.1	35.3	31.3	27.8
	22	7	1	6	8	3	19	
HAVE USED	1.8	4.5	.8	1.6	1.5	1.6	2.0	
STORYTIME PERIODS								
	94	8	1	31	54	9	83	2
NAMED UNAIDED	7.8	5.2	.8	8.1	9.9	4.7	8.5	5.6
	677	72	64	208	333	112	551	14
NAMED TOTAL	56.4	46.5	53.3	54.6	61.2	58.9	56.6	38.9
	128	11	20	25	72	14	114	
HAVE USED	10.7	7.1	16.7	6.6	13.2	7.4	11.7	
BOOK CLUB GROUPS								
	13	5		3	5		13	
NAMED UNAIDED	1.1	3.2		.8	.9		1.3	
	273	44	37	78	114	39	228	6
NAMED TOTAL	22.8	28.4	30.8	20.5	21.0	20.5	23.4	16.7
	30	1	11	10	8	7	23	
HAVE USED	2.5	.6	9.2	2.6	1.5	3.7	2.4	
INTER-LIBRARY LOAN SERVICE								
	40	6	5	5	24	2	36	2
NAMED UNAIDED	3.3	3.9	4.2	1.3	4.4	1.1	3.7	5.6
	384	39	21	94	230	53	322	9
NAMED TOTAL	32.0	25.2	17.5	24.7	42.3	27.5	33.1	25.0
	149	8	9	32	100	2[illegible]	119	1
HAVE USED	12.4	5.2	7.5	8.4	18.4	15.3	12.2	2.8

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 77

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOVIES										
	227	87	140	127	67	31	22	90	92	23
NAMED UNAIDED	18.9	15.7	21.7	22.6	20.3	10.3	15.5	24.3	20.9	9.4
	572	241	331	321	141	106	76	205	220	71
NAMED TOTAL	47.7	43.5	51.2	57.2	42.7	35.3	53.5	55.3	49.9	29.1
	143	72	71	85	25	32	18	53	58	14
HAVE USED	11.9	13.0	11.0	15.2	7.6	10.7	12.7	14.3	13.2	5.7
READING CLASSES										
	5	1	4	2		3	1	3	1	
NAMED UNAIDED	.4	.2	.6	.4		1.0	.7	.8	.2	
	85	40	45	42	27	15	11	23	35	16
NAMED TOTAL	7.1	7.2	7.0	7.5	8.2	5.0	7.7	6.2	7.9	6.6
	6	3	3	4		2	1	4	1	
HAVE USED	.5	.5	.5	.7		.7	.7	1.1	.2	
PUBLIC MEETING ROOMS										
	40	11	29	22	2	16	7	14	18	1
NAMED UNAIDED	3.3	2.0	4.5	3.9	.6	5.3	4.9	3.8	4.1	.4
	383	180	203	189	99	93	65	137	140	41
NAMED TOTAL	31.9	32.5	31.4	33.7	30.0	31.0	45.8	36.9	31.7	16.8
	75	45	30	27	32	15	18	45	12	
HAVE USED	6.3	8.1	4.6	4.8	9.7	5.0	12.7	12.1	2.7	
COPYING EQUIPMENT										
	139	63	76	52	54	31	13	56	61	9
NAMED UNAIDED	11.6	11.4	11.8	9.3	16.4	10.3	9.2	15.1	13.8	3.7
	687	317	370	360	169	150	95	248	251	92
NAMED TOTAL	57.3	57.2	57.3	64.2	51.2	50.0	66.9	66.8	56.9	37.7
	342	170	172	176	89	73	61	132	121	28
HAVE USED	28.5	30.7	26.6	31.4	27.0	24.3	43.0	35.6	27.4	11.5

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUPLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 78

		OCCUPATION OF RESPONDENT				STAGE IN LIFF CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOVIES											
NAMED UNAIDED	227	53	43	53	54	55	18	53	67	17	12
	18.9	23.2	25.3	18.0	15.1	24.4	20.5	22.0	22.7	9.0	9.1
NAMED TOTAL	572	116	97	131	156	128	48	141	138	57	49
	47.7	50.9	57.1	44.6	43.7	56.9	54.5	58.5	46.8	30.2	37.1
HAVE USED	143	36	16	38	39	27	15	41	31	14	12
	11.9	15.8	9.4	12.9	10.9	12.0	17.0	17.0	10.5	7.4	9.1
READING CLASSES											
NAMED UNAIDED	5			1	4	2			3		
	.4			.3	1.1	.9			1.0		
NAMED TOTAL	85	12	20	22	15	15	5	22	34	3	4
	7.1	5.3	11.8	7.5	4.2	6.7	5.7	9.1	11.5	1.6	3.0
HAVE USED	6	3	2		1	3		1	1	1	
	.5	1.3	1.2		.3	1.3		.4	.3	.5	
PUBLIC MEETING ROOMS											
NAMED UNAIDED	40	3	6	9	16	9	6	7	9	5	4
	3.3	1.3	3.5	3.1	4.5	4.0	6.8	2.9	3.1	2.6	3.0
NAMED TOTAL	383	92	55	78	108	68	26	93	95	49	46
	31.9	40.4	32.4	26.5	30.3	30.2	29.5	38.6	32.2	25.9	34.8
HAVE USED	75	28	11	10	20	9	2	15	26	9	11
	6.3	12.3	6.9	3.4	5.6	4.0	2.3	6.2	8.8	4.8	8.3
COPYING EQUIPMENT											
NAMED UNAIDED	139	42	25	19	31	16	8	27	52	15	17
	11.6	18.4	14.7	6.5	8.7	7.1	9.1	11.2	17.6	7.9	12.9
NAMED TOTAL	687	159	112	150	179	130	47	180	160	90	66
	57.3	69.7	65.9	51.0	50.1	57.8	53.4	74.7	54.2	47.6	50.0
HAVE USED	342	83	59	68	96	41	20	112	81	46	32
	28.5	36.4	34.7	23.1	26.9	18.2	22.7	46.5	27.5	24.3	24.2

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 79

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MOVIES													
	227	12	39	47	20	50	3	9	47	73	65	89	
NAMED UNAIDED	18.9	15.4	17.5	21.8	17.4	23.0	3.9	17.0	21.3	24.3	16.7	17.4	
	572	40	104	122	58	95	25	23	105	166	182	224	
NAMED TOTAL	47.7	51.3	46.6	56.5	50.4	43.8	32.5	43.4	47.5	55.3	46.8	43.8	
	143	6	33	25	9	24	5	3	38	60	34	49	
HAVE USED	11.9	7.7	14.8	11.6	7.8	11.1	6.5	5.7	17.2	20.0	8.7	9.6	
READING CLASSES													
	5			1		1	3			4		1	
NAMED UNAIDED	.4			.5		.5	3.9			1.3		.2	
	85	3	4	15	7	24	10	7	15	22	21	42	
NAMED TOTAL	7.1	3.8	1.8	6.9	6.1	11.1	13.0	13.2	6.8	7.3	5.4	8.2	
	6		1	1		4				2	1	3	
HAVE USED	.5		.4	.5		1.8				.7	.3	.6	
PUBLIC MEETING ROOMS													
	40	6	10	6	1	3	3	3	8	18	13	9	
NAMED UNAIDED	3.3	7.7	4.5	2.8	.9	1.4	3.9	5.7	3.6	6.0	3.3	1.8	
	383	25	65	76	48	46	27	23	73	127	110	146	
NAMED TOTAL	31.9	32.1	29.1	35.2	41.7	21.2	35.1	43.4	33.0	42.3	28.3	28.6	
	75	1	15	12	10	7	3	9	18	25	27	23	
HAVE USED	6.3	1.3	6.7	5.6	8.7	3.2	3.9	17.0	8.1	8.3	6.9	4.5	
COPYING EQUIPMENT													
	139	9	25	31	20	28	4	11	11	34	57	48	
NAMED UNAIDED	11.6	11.5	11.2	14.4	17.4	12.9	5.2	20.8	5.0	11.3	14.7	9.4	
	687	48	129	140	73	108	31	31	127	200	231	256	
NAMED TOTAL	57.3	61.5	57.8	64.8	63.5	49.8	40.3	58.5	57.5	66.7	59.4	50.1	
	342	29	62	81	40	43	14	16	57	112	122	108	
HAVE USED	28.5	37.2	27.8	37.5	34.8	19.8	18.2	30.2	25.8	37.3	31.4	21.1	

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 80

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOVIES								
	227	38	12	71	106	49	172	6
NAMED UNAIDED	18.9	24.5	10.0	18.6	19.5	25.8	17.7	16.7
	572	78	44	179	271	112	443	17
NAMED TOTAL	47.7	50.3	36.7	47.0	49.8	58.9	45.5	47.2
	143	19	12	35	77	33	105	5
HAVE USED	11.9	12.3	10.0	9.2	14.2	17.4	10.8	13.9
READING CLASSES								
	5			4	1	1	4	
NAMED UNAIDED	.4			1.0	.2	.5	.4	
	85	18	5	26	36	5	79	1
NAMED TOTAL	7.1	11.6	4.2	6.8	6.6	2.6	8.1	2.8
	6			4	2		6	
HAVE USED	.5			1.0	.4		.6	
PUBLIC MEETING ROOMS								
	40	1		12	27	3	37	
NAMED UNAIDED	3.3	.6		3.1	5.0	1.6	3.8	
	383	43	32	122	186	68	306	9
NAMED TOTAL	31.9	27.7	26.7	32.0	34.2	35.8	31.4	25.0
	75	5	1	20	49	25	50	
HAVE USED	6.3	3.2	.8	5.2	9.0	13.2	5.1	
COPYING EQUIPMENT								
	139	18	7	46	68	16	119	4
NAMED UNAIDED	11.6	11.6	5.8	12.1	12.5	8.4	12.2	11.1
	687	91	52	201	343	114	558	15
NAMED TOTAL	57.3	58.7	43.3	52.8	63.1	60.0	57.3	41.7
	342	38	21	103	180	55	282	5
HAVE USED	28.5	24.5	17.5	27.0	33.1	28.9	29.0	13.9

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 81

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULT, INDEPENDENT LEARNING										
	4	1	3	3	1		1	1	2	
NAMED UNAIDED	.3	.2	.5	.5	.3		.7	.3	.5	
	105	66	39	55	23	25	22	44	23	16
NAMED TOTAL	8.8	11.9	6.0	9.8	7.0	8.3	15.5	11.9	5.2	6.6
	23	13	10	12	4	7	2	19	2	
HAVE USED	1.9	2.3	1.5	2.1	1.2	2.3	1.4	5.1	.5	
REFERENCE OR RESEARCH SERVICE										
	438	198	240	226	112	100	68	181	151	38
NAMED UNAIDED	36.5	35.7	37.2	40.3	33.9	33.3	47.9	48.8	34.2	15.6
	805	367	438	396	211	194	118	284	282	121
NAMED TOTAL	67.1	66.2	67.8	70.6	63.9	64.7	83.1	76.5	63.9	49.6
	492	231	261	254	121	117	84	186	161	61
HAVE USED	41.0	41.7	40.4	45.3	36.7	39.0	59.2	50.1	36.5	25.0
CLASSES IN BASIC SKILLS										
	33	13	20	19	11	3	2	10	21	
NAMED UNAIDED	2.8	2.3	3.1	3.4	3.3	1.0	1.4	2.7	4.8	
	169	72	97	89	37	39	15	62	68	24
NAMED TOTAL	14.1	13.0	15.0	15.9	11.2	13.0	10.6	16.7	15.4	9.8
	36	17	19	13	11	12	4	15	10	7
HAVE USED	3.0	3.1	2.9	2.3	3.3	4.0	2.8	4.0	2.3	2.9

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 82

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULT, INDEPENDENT LEARNING											
	4		1	1		2		1	1		
NAMED UNAIDED	.3		.6	.3		.9		.4	.3		
	105	25	10	23	38	11	9	34	22	15	11
NAMED TOTAL	8.8	11.0	5.9	7.8	10.6	4.9	10.2	14.1	7.5	7.9	8.3
	23	12	1	5	4	3	2	6	2	6	3
HAVE USED	1.9	5.3	.6	1.7	1.1	1.3	2.3	2.5	.7	3.2	2.3
REFERENCE OR RESEARCH SERVICE											
	438	108	74	81	116	76	40	106	97	61	48
NAMED UNAIDED	36.5	47.4	43.5	27.6	32.5	33.8	45.5	44.0	32.9	32.3	36.4
	805	170	125	164	239	147	59	184	197	127	74
NAMED TOTAL	67.1	74.6	73.5	55.8	66.9	65.3	67.0	76.3	66.8	67.2	56.1
	492	107	77	98	139	79	35	134	113	66	52
HAVE USED	41.0	46.9	45.3	33.3	38.9	35.1	39.8	55.6	38.3	34.9	39.4
CLASSES IN BASIC SKILLS											
	33	5	4	9	9	6	10	3	6	1	3
NAMED UNAIDED	2.8	2.2	2.4	3.1	2.5	2.7	11.4	1.2	2.0	.5	2.3
	169	33	16	50	42	28	30	31	28	28	15
NAMED TOTAL	14.1	14.5	9.4	17.0	11.8	12.4	34.1	12.9	9.5	14.8	11.4
	36	9	1	9	11	4	2	7	9	9	4
HAVE USED	3.0	3.9	.6	3.1	3.1	1.8	2.3	2.9	3.1	4.8	3.0

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 83

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
ADULT, INDEPENDENT LEARNING													
	4		1	2	1					2		2	
NAMED UNAIDED	.3		.4	.9	.9					.7		.4	
	105	3	25	17	17	12	2	3	26	42	31	32	
NAMED TOTAL	8.8	3.8	11.2	7.9	14.8	5.5	2.6	5.7	11.8	14.0	8.0	6.3	
	23		6	4	3	5			5	15	3	5	
HAVE USED	1.9		2.7	1.9	2.6	2.3			2.3	5.0	.8	1.0	
REFERENCE OR RESEARCH SERVICE													
	438	21	86	78	54	79	19	15	86	121	140	177	
NAMED UNAIDED	36.5	26.9	38.6	36.1	47.0	36.4	24.7	28.3	38.9	40.3	36.0	34.6	
	805	41	149	148	87	147	46	34	153	228	249	328	
NAMED TOTAL	67.1	52.6	66.8	68.5	75.7	67.7	59.7	64.2	69.2	76.0	64.0	64.2	
	492	21	87	94	54	86	21	24	105	145	152	195	
HAVE USED	41.0	26.9	39.0	43.5	47.0	39.6	27.3	45.3	47.5	48.3	39.1	38.2	
CLASSES IN BASIC SKILLS													
	33	1	5	10		5			12	11	10	12	
NAMED UNAIDED	2.8	1.3	2.2	4.6		2.3			5.4	3.7	2.6	2.3	
	169	11	27	37	15	24	4	7	44	59	49	61	
NAMED TOTAL	14.1	14.1	12.1	17.1	13.0	11.1	5.2	13.2	19.9	19.7	12.6	11.9	
	36	2	5	2	10	9	1		7	13	13	10	
HAVE USED	3.0	2.6	2.2	.9	8.7	4.1	1.3		3.2	4.3	3.3	2.0	

SERVICES PROVIDED BY THE PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 84

	TOTAL	READERSHIP SCALE LIGHT 0	1	2	HEAVY 3	LAST BOOK READ FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADULT, INDEPENDENT LEARNING								
	4	2		1	1	1	3	
NAMED UNAIDED	.3	1.3		.3	.2	.5	.3	
	105	11	6	34	54	18	85	2
NAMED TOTAL	8.8	7.1	5.0	8.9	9.9	9.5	8.7	5.6
	23	1	1	8	13	8	15	
HAVE USED	1.9	.6	.8	2.1	2.4	4.2	1.5	
REFERENCE OR RESEARCH SERVICE								
	438	55	23	135	225	101	327	10
NAMED UNAIDED	36.5	35.5	19.2	35.4	41.4	53.2	33.6	27.8
	805	93	54	260	398	153	634	18
NAMED TOTAL	67.1	60.0	45.0	68.2	73.2	80.5	65.1	50.0
	492	59	29	150	254	98	387	7
HAVE USED	41.0	38.1	24.2	39.4	46.7	51.6	39.7	19.4
CLASSES IN BASIC SKILLS								
	33	3		7	23	8	23	2
NAMED UNAIDED	2.8	1.9		1.8	4.2	4.2	2.4	5.6
	169	14	14	52	89	27	138	4
NAMED TOTAL	14.1	9.0	11.7	13.6	16.4	14.2	14.2	11.1
	36		6	18	12	10	26	
HAVE USED	3.0		5.0	4.7	2.2	5.3	2.7	

UNAIDED AWARENESS OF ADDITIONAL SERVICES PROVIDED
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 85

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADDITIONAL SERVICES										
TAPES	78	31	47	48	21	9	8	30	34	6
	6.5	5.6	7.3	8.6	6.4	3.0	5.6	8.1	7.7	2.5
SLIDES	15	6	9	11	2	2	4	1	10	
	1.3	1.1	1.4	2.0	.6	.7	2.8	.3	2.3	
VISUAL AIDS	22	14	8	16	5	1	4	12	3	3
	1.8	2.5	1.2	2.9	1.5	.3	2.8	3.2	.7	1.2
CHILDREN'S PROGRAMS	54	8	46	32	12	8	4	26	20	4
	4.5	1.4	7.1	5.7	3.6	2.7	2.8	7.0	4.5	1.6
ART EXHIBITIONS	39	8	31	18	15	5	5	20	13	1
	3.3	1.4	4.8	3.2	4.5	1.7	3.5	5.4	2.9	.4
LECTURES	20	6	14	16	2	1	4	10	6	
	1.7	1.1	2.2	2.9	.6	.3	2.8	2.7	1.4	
INFORMATION	128	63	65	52	30	44	16	26	60	26
	10.7	11.4	10.1	9.3	9.1	14.7	11.3	7.0	13.6	10.7
CARD CATALOGUE	28	16	12	12	13	3	3	7	14	4
	2.3	2.9	1.9	2.1	3.9	1.0	2.1	1.9	3.2	1.6
CHILDREN'S LIBRARY SECTION	64	21	43	21	26	17	8	33	18	5
	5.3	3.8	6.7	3.7	7.9	5.7	5.6	8.9	4.1	2.0
BUSINESS REFERENCE	28	15	13	9	5	13	5	6	7	10
	2.3	2.7	2.0	1.6	1.5	4.3	3.5	1.6	1.6	4.1
GENERAL SERVICES	32	12	20	13	6	13		15	4	13
	2.7	2.2	3.1	2.3	1.8	4.3		4.0	.9	5.3
MOVIES SHOWN	40	12	28	32	2	6	2	10	18	10
	3.3	2.2	4.3	5.7	.6	2.0	1.4	2.7	4.1	4.1
BOOKMOBILE	30	12	18	20	7	2	5	12	7	6
	2.5	2.2	2.8	3.6	2.1	.7	3.5	3.2	1.6	2.5
MISCELLANEOUS	154	73	81	72	58	23	22	45	65	22
	12.8	13.2	12.5	12.8	17.6	7.7	15.5	12.1	14.7	9.0
DON'T KNOW	87	39	52	31	21	35	5	22	29	31
	7.3	6.3	8.0	5.5	6.4	11.7	3.5	5.9	6.6	12.7
NAMED AIDED DON'T KNOW	13	11	2	7	3	3	1	2	2	8
	1.1	2.0	.3	1.2	.9	1.0	.7	.5	.5	3.3
HAVE USED DON'T KNOW	32	28	4	11	18	3	2	5	13	12
	2.7	5.1	.6	2.0	5.5	1.0	1.4	1.3	2.9	4.9

UNAIDED AWARENESS OF ADDITIONAL SERVICES PROVIDED
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 86

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADDITIONAL SERVICES											
	78	17	14	14	21	16	9	22	18	7	5
TAPES	6.5	7.5	8.2	4.8	5.9	7.1	10.2	9.1	6.1	3.7	3.8
	15		2	3	3	3	5	3		2	2
SLIDES	1.3		1.2	1.0	.8	1.3	5.7	1.2		1.1	1.5
	22	6	4	3	7	6	2	8	3	1	1
VISUAL AIDS	1.8	2.6	2.4	1.0	2.0	2.7	2.3	3.3	1.0	.5	.8
	54	4	13	13	15	14	7	11	15		5
CHILDREN'S PROGRAMS	4.5	1.8	7.6	4.4	4.2	6.2	8.0	4.6	5.1		3.8
	39	8	9	8	13	6	7	5	15	1	4
ART EXHIBITIONS	3.3	3.5	5.3	2.7	3.6	2.7	8.0	2.1	5.1	.5	3.0
	20	7	5	3	4	6	1	8		1	1
LECTURES	1.7	3.1	2.9	1.0	1.1	2.7	1.1	3.3		.5	.8
	128	22	17	27	33	16	14	22	35	25	13
INFORMATION	10.7	9.6	10.0	9.2	9.2	7.1	15.9	9.1	11.9	13.2	9.8
	28	4	7	11	4	2	1	9	15	1	
CARD CATALOGUE	2.3	1.8	4.1	3.7	1.1	.9	1.1	3.7	5.1	.5	
	64	18	12	6	23	12	4	5	31	4	8
CHILDREN'S LIBRARY SECTION	5.3	7.9	7.1	2.0	6.4	5.3	4.5	2.1	10.5	2.1	6.1
	28	4	3	7	10		4	5	4	8	6
BUSINESS REFERENCE	2.3	1.8	1.8	2.4	2.8		4.5	2.1	1.4	4.2	4.5
	32	2	5	5	15	11		2	3	8	8
GENERAL SERVICES	2.7	.9	2.9	1.7	4.2	4.9		.8	1.0	4.2	6.1
	40	4	4	13	13	17	7	8	2	1	5
MOVIES SHOWN	3.3	1.8	2.4	4.4	3.6	7.6	8.0	3.3	.7	.5	3.8
	30	6	4	6	11	10	1	8	7	1	1
BOOKMOBILE	2.5	2.6	2.4	2.0	3.1	4.4	1.1	3.3	2.4	.3	.8
	154	34	22	43	44	37	4	31	49	22	9
MISCELLANEOUS	12.8	14.9	12.9	14.6	12.3	16.4	4.5	12.9	16.6	11.6	6.8
	87	16	10	21	29	11	6	13	20	13	23
DON'T KNOW	7.3	7.0	5.9	7.1	8.1	4.9	6.8	5.4	6.8	6.9	17.4
	13	4		7	2	1	1	5		6	
NAMED AIDED DON'T KNOW	1.1	1.8		2.4	.6	.4	1.1	2.1		3.2	
	32	5		17	5	3	1	7	13	7	1
HAVE USED DON'T KNOW	2.7	2.2		5.8	1.4	1.3	1.1	2.9	4.4	3.7	.8

UNAIDED AWARENESS OF ADDITIONAL SERVICES PROVIDED
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 87

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
ADDITIONAL SERVICES													
	78	5	20	11	17	6	4	5	10	19	20	39	
TAPES	6.5	6.4	9.0	5.1	14.8	2.8	5.2	9.4	4.5	6.3	5.1	7.6	
	15		1	10			1		3	2	8	5	
SLIDES	1.3		.4	4.6			1.3		1.4	.7	2.1	1.0	
	22	3	3	4		4	2		6	10	9	3	
VISUAL AIDS	1.8	3.8	1.3	1.9		1.8	2.6		2.7	3.3	2.3	.6	
	54		10	16	2	12		7	7	26	19	9	
CHILDREN'S PROGRAMS	4.5		4.5	7.4	1.7	5.5		13.2	3.2	8.7	4.9	1.8	
	39	4	7	7	3	6	2	2	8	15	10	14	
ART EXHIBITIONS	3.3	5.1	3.1	3.2	2.6	2.8	2.6	3.8	3.6	5.0	2.6	2.7	
	20		3	2	4	8			3	5	10	5	
LECTURES	1.7		1.3	.9	3.5	3.7			1.4	1.7	2.6	1.0	
	128	4	26	22	18	24	10	6	18	42	46	40	
INFORMATION	10.7	5.1	11.7	10.2	15.7	11.1	13.0	11.3	8.1	14.0	11.8	7.8	
	28	4	5	4	1	6	1	1	6	7	6	15	
CARD CATALOGUE	2.3	5.1	2.2	1.9	.9	2.8	1.3	1.9	2.7	2.3	1.5	2.9	
	64		14	10	11	15	5	1	8	20	15	29	
CHILDREN'S LIBRARY SECTION	5.3		6.3	4.6	9.6	6.9	6.5	1.9	3.6	6.7	3.9	5.7	
	28		1	4	13	5	4	1		8	14	6	
BUSINESS REFERENCE	2.3		.4	1.9	11.3	2.3	5.2	1.9		2.7	3.6	1.2	
	32	2	6	11	1	6	4		2	9	11	12	
GENERAL SERVICES	2.7	2.6	2.7	5.1	.9	2.8	5.2		.9	3.0	2.8	2.3	
	40	3	13	10		7			7	11	20	9	
MOVIES SHOWN	3.3	3.8	5.8	4.6		3.2			3.2	3.7	5.1	1.8	
	30	4	6	5	1	6	1		7	18	6	6	
BOOKMOBILE	2.5	5.1	2.7	2.3	.9	2.8	1.3		3.2	6.0	1.5	1.2	
	154	5	30	31	13	26	17	4	28	57	36	61	
MISCELLANEOUS	12.8	6.4	13.5	14.4	11.3	12.0	22.1	7.5	12.7	19.0	9.3	11.9	
	87	4	13	22	5	8	14	5	16	8	25	54	
DON'T KNOW	7.3	5.1	5.8	10.2	4.3	3.7	18.2	9.4	7.2	2.7	6.4	10.6	
	13		2	2	1	1	3		4			13	
NAMED AIDED DON'T KNOW	1.1		.9	.9	.9	.5	3.9		1.8			2.5	
	32		6	8	1	2	4		11	4	7	21	
HAVE USED DON'T KNOW	2.7		2.7	3.7	.9	.9	5.2		5.0	1.3	1.8	4.1	

UNAIDED AWARENESS OF ADDITIONAL SERVICES PROVIDED
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 88

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADDITIONAL SERVICES								
	78	10	6	14	48	20	56	2
TAPES	6.5	6.5	5.0	3.7	8.8	10.5	5.7	5.6
	15	1	2	4	8		15	
SLIDES	1.3	.6	1.7	1.0	1.5		1.5	
	22			9	13	8	12	2
VISUAL AIDS	1.8			2.4	2.4	4.2	1.2	5.6
	54	14	3	11	26	9	44	1
CHILDREN'S PROGRAMS	4.5	9.0	2.5	2.9	4.8	4.7	4.5	2.8
	39	7		12	20	11	28	
ART EXHIBITIONS	3.3	4.5		3.1	3.7	5.8	2.9	
	20	3	2	5	10	4	15	1
LECTURES	1.7	1.9	1.7	1.3	1.8	2.1	1.5	2.8
	128	18	20	33	57	25	99	4
INFORMATION	10.7	11.6	16.7	8.7	10.5	13.2	10.2	11.1
	28	2	2	17	7	4	23	1
CARD CATALOGUE	2.3	1.3	1.7	4.5	1.3	2.1	2.4	2.8
	64	3	4	18	39	9	51	4
CHILDREN'S LIBRARY SECTION	5.3	1.9	3.3	4.7	7.2	4.7	5.2	11.1
	28			10	18	4	24	
BUSINESS REFERENCE	2.3			2.6	3.3	2.1	2.5	
	32	4	5	4	19	6	25	1
GENERAL SERVICES	2.7	2.6	4.2	1.0	3.5	3.2	2.6	2.8
	40	5	4	15	16	1	39	
MOVIES SHOWN	3.3	3.2	3.3	3.9	2.9	.5	4.0	
	30	5		6	19	9	21	
BOOKMOBILE	2.5	3.2		1.6	3.5	4.7	2.2	
	154	9	12	55	78	32	115	7
MISCELLANEOUS	12.8	5.8	10.0	14.4	14.3	16.8	11.8	19.4
	87	11	23	25	28	4	76	7
DON'T KNOW	7.3	7.1	19.2	6.6	5.1	2.1	7.8	19.4
	13	7	1	2	3	1	8	4
NAMED AIDED DON'T KNOW	1.1	4.5	.8	.5	.6	.5	.8	11.1
	32	11	1	13	7	9	19	4
HAVE USED DON'T KNOW	2.7	7.1	.8	3.4	1.3	4.7	2.0	11.1

EASE OF USING THE PUBLIC LIBRARY
THINGS CONFUSING ABOUT THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 89

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EASE OF USING THE PUBLIC LIBRARY										
VERY EASY	833	392	441	394	229	206	105	256	318	154
	69.4	70.8	68.3	70.2	69.4	68.7	73.9	69.0	72.1	63.1
FAIRLY EASY	251	124	127	121	69	56	32	81	75	62
	20.9	22.4	19.7	21.6	20.9	18.7	22.5	21.8	17.0	25.4
NOT TOO EASY	82	22	60	36	19	27	4	25	35	17
	6.8	4.0	9.3	6.4	5.8	9.0	2.8	6.7	7.9	7.0
NOT AT ALL EASY	29	13	16	7	13	9		7	12	10
	2.4	2.3	2.5	1.2	3.9	3.0		1.9	2.7	4.1
DON'T KNOW	5	3	2	3		2	1	2	1	1
	.4	.5	.3	.5		.7	.7	.5	.2	.4
CONFUSING THINGS										
NOTHING	858	394	464	395	234	224	98	239	340	180
	71.5	71.1	71.8	70.4	70.9	74.7	69.0	64.4	77.1	73.8
BOOKS DIFFICULT TO LOCATE	65	37	28	46	13	5	10	18	23	14
	5.4	6.7	4.3	8.2	3.9	1.7	7.0	4.9	5.2	5.7
INCONVENIENT HOURS	32	15	17	10	14	8	3	15	12	2
	2.7	2.7	2.6	1.8	4.2	2.7	2.1	4.0	2.7	.8
DIFFICULTY IN USING CARD CATALOGUE	27	11	16	15	3	8	2	15	9	1
	2.3	2.0	2.5	2.7	.9	2.7	1.4	4.0	2.0	.4
INCONVENIENT LOCATION	26	6	20	8	6	12	3	13	5	5
	2.2	1.1	3.1	1.4	1.8	4.0	2.1	3.5	1.1	2.0
LIMITED SUBJECT MATTER	25	17	8	14	6	5	8	10	4	3
	2.1	3.1	1.2	2.5	1.8	1.7	5.6	2.7	.9	1.2
NOT ENOUGH COPIES OF BESTSELLERS	12	1	11	4	1	7		1	6	5
	1.0	.2	1.7	.7	.3	2.3		.3	1.4	2.0
INEFFICIENT STAFF	12	6	6	9		3	2	7	2	1
	1.0	1.1	.9	1.6		1.0	1.4	1.9	.5	.4
BOOKS ARE ALWAYS OUT	4	1	3	4				4		
	.3	.2	.5	.7				1.1		
SIZE	14	5	9	2	7	5		9	5	
	1.2	.9	1.4	.4	2.1	1.7		2.4	1.1	
LACK OF PARKING FACILITIES	25	13	12	10	4	10		8	9	8
	2.1	2.3	1.9	1.8	1.2	3.3		2.2	2.0	3.3
MISCELLANEOUS	52	26	26	34	12	5	15	24	5	8
	4.3	4.7	4.0	6.1	3.6	1.7	10.6	6.5	1.1	3.3
DON'T KNOW	71	37	34	21	36	14	4	23	24	19
	5.9	6.7	5.3	3.7	10.9	4.7	2.8	6.2	5.4	7.8

EASE OF USING THE PUBLIC LIBRARY
THINGS CONFUSING ABOUT THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 90

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EASE OF USING THE PUBLIC LIBRARY											
	833	153	116	215	236	156	56	177	224	134	70
VERY EASY	69.4	67.1	68.2	73.1	66.1	69.3	63.6	73.4	75.9	70.9	53.0
	251	55	41	53	72	48	19	54	47	28	43
FAIRLY EASY	20.9	24.1	24.1	18.0	20.2	21.3	21.6	22.4	15.9	14.8	32.6
	82	9	13	22	31	18	7	9	14	21	11
NOT TOO EASY	6.8	3.9	7.6	7.5	8.7	8.0	8.0	3.7	4.7	11.1	8.3
	29	9		4	15	2	4	1	10	4	8
NOT AT ALL EASY	2.4	3.9		1.4	4.2	.9	4.5	.4	3.4	2.1	6.1
	5	2			3	1	2			2	
DON'T KNOW	.4	.9			.8	.4	2.3			1.1	
CONFUSING THINGS											
	858	154	114	226	260	169	53	168	202	150	93
NOTHING	71.5	67.5	67.1	76.9	72.8	75.1	60.2	69.7	68.5	79.4	70.5
	65	13	7	17	18	16	13	17	12	3	3
BOOKS DIFFICULT TO LOCATE	5.4	5.7	4.1	5.8	5.0	7.1	14.8	7.1	4.1	1.6	2.3
	32	10	9	3	8	5		5	12	5	4
INCONVENIENT HOURS	2.7	4.4	5.3	1.0	2.2	2.2		2.1	4.1	2.6	3.0
DIFFICULTY IN USING CARD CATALOGUE	27	10	5	2	10	10	1	4	6	4	1
	2.3	4.4	2.9	.7	2.8	4.4	1.1	1.7	2.0	2.1	.8
	26	7	7	3	7	4	2	2	7	3	8
INCONVENIENT LOCATION	2.2	3.1	4.1	1.0	2.0	1.8	2.3	.8	2.4	1.6	6.1
	25	3	7	5	7	1	2	11	6	4	1
LIMITED SUBJECT MATTER	2.1	1.3	4.1	1.7	2.0	.4	2.3	4.6	2.0	2.1	.8
	12	1		1	3		1	3	4		4
NOT ENOUGH COPIES OF BESTSELLERS	1.0	.4		.3	.8		1.1	1.2	1.4		3.0
	12	3		6	3	3	3	3		1	2
INEFFICIENT STAFF	1.0	1.3		2.0	.8	1.3	3.4	1.2		.5	1.5
	4	1	2		1	1	3				
BOOKS ARE ALWAYS OUT	.3	.4	1.2		.3	.4	3.4				
	14	3	7		2	1		1	9	2	1
SIZE	1.2	1.3	4.1		.6	.4		.4	3.1	1.1	.8
	25	5	2	7	7	4	4	1	2	11	1
LACK OF PARKING FACILITIES	2.1	2.2	1.2	2.4	2.0	1.8	4.5	.4	.7	5.8	.8
	52	15	7	9	16	5	4	25	13	1	3
MISCELLANEOUS	4.3	6.6	4.1	3.1	4.5	2.2	4.5	10.4	4.4	.5	2.3
	71	12	7	18	20	8	4	8	29	10	11
DON'T KNOW	5.9	5.3	4.1	6.1	5.6	3.6	4.5	3.3	9.8	5.3	8.3

EASE OF USING THE PUBLIC LIBRARY
THINGS CONFUSING ABOUT THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 91

	TOTAL	REGION: NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	USE OF PUBLIC LIBRARIES: HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
EASE OF USING THE PUBLIC LIBRARY													
VERY EASY	833	57	166	164	78	133	43	32	160	238	288	307	
	69.4	73.1	74.4	75.9	67.8	61.3	55.8	60.4	72.4	79.3	74.0	60.1	
FAIRLY EASY	251	16	40	38	31	53	16	16	41	47	74	130	
	20.9	20.5	17.9	17.6	27.0	24.4	20.8	30.2	18.6	15.7	19.0	25.4	
NOT TOO EASY	82	2	14	9	5	22	9	5	16	11	22	49	
	6.8	2.6	6.3	4.2	4.3	10.1	11.7	9.4	7.2	3.7	5.7	9.6	
NOT AT ALL EASY	29	3	2	3	1	8	9		3	4	5	20	
	2.4	3.8	.9	1.4	.9	3.7	11.7		1.4	1.3	1.3	3.9	
DON'T KNOW	5		1	2		1			1			5	
	.4		.4	.9		.5			.5			1.0	
CONFUSING THINGS													
NOTHING	858	55	155	150	80	161	58	39	160	218	272	368	
	71.5	70.5	69.5	69.4	69.6	74.2	75.3	73.6	72.4	72.7	69.9	72.0	
BOOKS DIFFICULT TO LOCATE	65	4	12	13	9	9	4	3	11	14	22	29	
	5.4	5.1	5.4	6.0	7.8	4.1	5.2	5.7	5.0	4.7	5.7	5.7	
INCONVENIENT HOURS	32	4	2	5	6	3	1		11	14	8	10	
	2.7	5.1	.9	2.3	5.2	1.4	1.3		5.0	4.7	2.1	2.0	
DIFFICULTY IN USING CARD CATALOGUE	27	2	4	9	2	5		1	4	7	7	13	
	2.3	2.6	1.8	4.2	1.7	2.3		1.9	1.8	2.3	1.8	2.5	
INCONVENIENT LOCATION	26		5	2	5	10	3		1	8	9	9	
	2.2		2.2	.9	4.3	4.6	3.9		.5	2.7	2.3	1.8	
LIMITED SUBJECT MATTER	25	1	4	2		9		1	8	6	3	18	
	2.1	1.3	1.8	.9		4.1		1.9	3.6	2.0	.8	3.1	
NOT ENOUGH COPIES OF BESTSELLERS	12		3			9				1	7	4	
	1.0		1.3			4.1				.3	1.8	.8	
INEFFICIENT STAFF	12		4	2		3	1		2	2	3	7	
	1.0		1.8	.9		1.4	1.3		.9	.7	.8	1.4	
BOOKS ARE ALWAYS OUT	4		1						3	2	2		
	.3		.4						1.4	.7	.5		
SIZE	14	2	3	2	2	4			1	8	2	4	
	1.2	2.6	1.3	.9	1.7	1.8			.5	2.7	.5	.8	
LACK OF PARKING FACILITIES	25		5	2	3	2	4	5	4	4	11	10	
	2.1		2.2	.9	2.6	.9	5.2	9.4	1.8	1.3	2.8	2.0	
MISCELLANEOUS	52	6	12	5	5	4	7	5	8	17	22	13	
	4.3	7.7	5.4	2.3	4.3	1.8	9.1	9.4	3.6	5.7	5.7	2.5	
DON'T KNOW	71	4	19	29	4	2			13	6	26	39	
	5.9	5.1	8.5	13.4	3.5	.9			5.9	2.0	6.7	7.6	

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EASE OF USING THE PUBLIC LIBRARY
THINGS CONFUSING ABOUT THE PUBLIC LIBRARY
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 92

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EASE OF USING THE PUBLIC LIBRARY								
	833	85	79	241	428	140	672	21
VERY EASY	69.4	54.8	65.8	63.3	78.7	73.7	69.0	58.3
	251	40	39	86	86	38	207	6
FAIRLY FASY	20.9	25.8	32.5	22.6	15.8	20.0	21.3	16.7
	82	15		43	24	11	63	8
NOT TOO EASY	6.8	9.7		11.3	4.4	5.8	6.5	22.2
	29	14	2	9	4	1	27	1
NOT AT ALL EASY	2.4	9.0	1.7	2.4	.7	.5	2.8	2.8
	5	1		2	2		5	
DON'T KNOW	.4	.6		.5	.4		.5	
CONFUSING THINGS								
	858	112	77	265	404	142	694	22
NOTHING	71.5	72.3	64.2	69.6	74.3	74.7	71.3	61.1
	65	7	7	26	25	8	57	
BOOKS DIFFICULT TO LOCATE	5.4	4.5	5.8	6.8	4.6	4.2	5.9	
	32	3	2	10	17	5	24	3
INCONVENIENT HOURS	2.7	1.9	1.7	2.6	3.1	2.6	2.5	8.3
DIFFICULTY IN USING CARD CATALOGUE	27	7	3	7	10	2	25	
	2.3	4.5	2.5	1.8	1.8	1.1	2.6	
	26	5		13	8	4	22	
INCONVENIENT LOCATION	2.2	3.2		3.4	1.5	2.1	2.3	
	25	3	1	6	15	5	17	2
LIMITED SUBJECT MATTER	2.1	1.9	.8	1.6	2.8	3.2	1.7	5.6
NOT ENOUGH COPIES OF BESTSELLERS	12		4	6	2		12	
	1.0		3.3	1.6	.4		1.2	
	12			7	5	1	9	2
INEFFICIENT STAFF	1.0			1.8	.9	.5	.9	5.6
	4		1		3	1	3	
BOOKS ARE ALWAYS OUT	.3		.8		.6	.5	.3	
	14		2	3	9		13	1
SIZE	1.2		1.7	.8	1.7		1.3	2.8
	25	2	2	9	12	2	20	3
LACK OF PARKING FACILITIES	2.1	1.3	1.7	2.4	2.2	1.1	2.1	8.3
	52	13	1	15	23	5	47	
MISCELLANEOUS	4.3	8.4	.8	3.9	4.2	2.6	4.8	
	71	7	20	24	20	16	50	5
DON'T KNOW	5.9	4.5	16.7	6.3	3.7	8.4	5.1	13.9

ARE THERE WAYS THAT THE PUBLIC LIBRARY COULD BE EASIER TO USE
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 93

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1200	554	646	561	330	300	142	371	441	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE EASIER TO USE										
YES	297	145	152	154	88	53	38	121	95	43
	24.8	26.2	23.5	27.5	26.7	17.7	26.8	32.6	21.5	17.6
NO	854	379	475	385	229	236	99	232	330	191
	71.2	68.4	73.5	68.6	69.4	78.7	69.7	62.5	74.8	78.3
DON'T KNOW	49	30	19	22	13	11	5	18	16	10
	4.1	5.4	2.9	3.9	3.9	3.7	3.5	4.9	3.6	4.1

ARE THERE WAYS THAT THE PUBLIC LIBRARY COULD BE EASIER TO USE
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 94

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1200	228	170	294	357	225	88	241	295	189	132
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE EASIER TO USE											
	297	68	61	61	67	61	27	63	81	36	22
YES	24.8	29.8	35.9	20.7	18.8	27.1	30.7	26.1	27.5	19.0	16.7
	854	154	102	219	275	162	56	164	199	148	106
NO	71.2	67.5	60.0	74.5	77.0	72.0	63.6	68.0	67.5	78.3	80.3
	49	6	7	14	15	2	5	14	15	5	4
DON'T KNOW	4.1	2.6	4.1	4.8	4.2	.9	5.7	5.8	5.1	2.6	3.0

ARE THERE WAYS THAT THE PUBLIC LIBRARY COULD BE EASIER TO USE
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 95

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1200	78	223	216	115	217	77	53	221	300	389	511	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MADE EASIER TO USE													
YES	297	29	60	43	30	61	21	13	40	93	97	107	
	24.8	37.2	26.9	19.9	26.1	28.1	27.3	24.5	18.1	31.0	24.9	20.9	
NO	854	45	150	163	84	147	56	36	173	196	282	376	
	71.2	57.7	67.3	75.5	73.0	67.7	72.7	67.9	78.3	65.3	72.5	73.6	
DON'T KNOW	49	4	13	10	1	9		4	8	11	10	28	
	4.1	5.1	5.8	4.6	.9	4.1		7.5	3.6	3.7	2.6	5.5	

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ARE THERE WAYS THAT THE PUBLIC LIBRARY COULD BE EASIER TO USE
BASED ON THOSE WHO MENTIONED USING THE PUBLIC LIBRARY OVER THE LAST TWO YEARS

TABLE 96

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1200	155	120	381	544	190	974	36
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE EASIER TO USE								
YES	297	30	22	81	164	50	235	12
	24.8	19.4	18.3	21.3	30.1	26.3	24.1	33.3
NO	854	117	91	286	360	132	698	24
	71.2	75.5	75.8	75.1	66.2	69.5	71.7	66.7
DON'T KNOW	49	8	7	14	20	8	41	
	4.1	5.2	5.8	3.7	3.7	4.2	4.2	

WAYS TO MAKE THE PUBLIC LIBRARY EASIER TO USE
BASED ON THOSE WHO SAID THERE ARE WAYS TO MAKE THE LIBRARY EASIER TO USE

TABLE 97

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	297	145	152	154	88	53	38	121	95	43
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS TO MAKE THE LIBRARY EASIER TO USE										
	76	39	37	32	31	12	6	36	28	6
INCONVENIENT HOURS	25.6	26.9	24.3	20.8	35.2	22.6	15.8	29.8	29.5	14.0
	44	22	22	19	16	8	4	19	20	1
ENLARGE BUILDING	14.8	15.2	14.5	12.3	18.2	15.1	10.5	15.7	21.1	2.3
	15	13	2	9	3	3	3	9		3
BETTER ORGANIZATION	5.1	9.0	1.3	5.8	3.4	5.7	7.9	7.4		7.0
	26	10	16	16	2	8	1	6	4	15
LOCATION	8.8	6.9	10.5	10.4	2.3	15.1	2.6	5.0	4.2	34.9
	27	11	16	17	5	5	2	7	17	1
BETTER PARKING FACILITIES	9.1	7.6	10.5	11.0	5.7	9.4	5.3	5.8	17.9	2.3
	20	11	9	10	6	4	6	12		2
NEED MORE BOOKS	6.7	7.6	5.9	6.5	6.8	7.5	15.8	9.9		4.7
	21	13	8	10	6	3	2	11	3	5
MORE EMPLOYEES	7.1	9.0	5.3	6.5	6.8	5.7	5.3	9.1	3.2	11.6
	14	3	11	8	3	3		8	5	1
LIMITED BOOKMOBILE SERVICE	4.7	2.1	7.2	5.2	3.4	5.7		6.6	5.3	2.3
IF THEY WOULD INCLUDE COUNTY AND WE WOULDN'T HAVE TO PAY	2	1	1		1	1		1		1
	.7	.7	.7		1.1	1.9		.8		2.3
MORE KNOWLEDGEABLE PERSONNEL	6	2	4	5	1		2	4		
	2.0	1.4	2.6	3.2	1.1		5.3	3.3		
	5	2	3	4		1	1	4		
LESS RESTRICTION ON CARDS	1.7	1.4	2.0	2.6		1.9	2.6	3.3		
	1	1			1					1
CRAFTS AND SKILLS	.3	.7			1.1					2.3
	5	3	2	3	2			1	3	1
MUSIC LISTENING AREAS	1.7	2.1	1.3	1.9	2.3			.8	3.2	2.3
	1	1		1				1		
MORE NEWSPAPERS/MAGAZINES	.3	.7		.6				.8		
	23	8	15	16	4	3	7	9	5	2
EASIER TO LOCATE BOOKS	7.7	5.5	9.9	10.4	4.5	5.7	18.4	7.4	5.3	4.7
	56	26	30	28	19	8	13	17	19	7
MISCELLANEOUS	18.9	17.9	19.7	18.2	21.6	15.1	34.2	14.0	20.0	16.3
	5		5	2		3		3	2	
DON'T KNOW	1.7		3.3	1.3		5.7		2.5	2.1	

WAYS TO MAKE THE PUBLIC LIBRARY EASIER TO USE
BASED ON THOSE WHO SAID THERE ARE WAYS TO MAKE THE LIBRARY EASIER TO USE

TABLE 98

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	297	68	61	61	67	61	27	63	81	36	22
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS TO MAKE THE LIBRARY EASIER TO USE											
	76	19	24	17	12	14	4	12	27	12	3
INCONVENIENT HOURS	25.6	27.9	39.3	27.9	17.9	23.0	14.8	19.0	33.3	33.3	13.6
	44	6	14	8	9	6	4	9	17	4	3
ENLARGE BUILDING	14.8	8.8	23.0	13.1	13.4	9.8	14.8	14.3	21.0	11.1	13.6
	15	10	1	1	3	1	3	5	3	3	
BETTER ORGANIZATION	5.1	14.7	1.6	1.6	4.5	1.6	11.1	7.9	3.7	8.3	
	26	2	4	8	8	9		7	2	2	6
LOCATION	8.8	2.9	6.6	13.1	11.9	14.8		11.1	2.5	5.6	27.3
	27	4	8	5	4	9	4	4	3	6	1
BETTER PARKING FACILITIES	9.1	5.9	13.1	8.2	6.0	14.8	14.8	6.3	3.7	16.7	4.5
	20	5	2	5	6	2	1	7	7	2	
NEED MORE BOOKS	6.7	7.4	3.3	8.2	9.0	3.3	3.7	11.1	8.6	5.6	
	21	10	3	1	3	3	2	5	2	3	4
MORE EMPLOYEES	7.1	14.7	4.9	1.6	4.5	4.9	7.4	7.9	2.5	8.3	18.2
	14	3		2	9	6		2	3	3	
LIMITED BOOKMOBILE SERVICE	4.7	4.4		3.3	13.4	9.8		3.2	3.7	8.3	
IF THEY WOULD INCLUDE COUNTY AND WE WOULDN'T HAVE TO PAY	2	1			1				1	1	
	.7	1.5			1.5				1.2	2.8	
MORE KNOWLEDGEABLE PERSONNEL	6	1		5			3	2			1
	2.0	1.5		8.2			11.1	3.2			4.5
	5	1	1	2	1		2	1	1		
LESS RESTRICTION ON CARDS	1.7	1.5	1.6	3.3	1.5		7.4	1.6	1.2		
	1			1					1		
CRAFTS AND SKILLS	.3			1.6					1.2		
	5	1		2			2	1	2		
MUSIC LISTENING AREAS	1.7	1.5		3.3			7.4	1.6	2.5		
	1	1						1			
MORE NEWSPAPERS/MAGAZINES	.3	1.5						1.6			
	23	5	2	6	4	7	1	8	5	2	
EASIER TO LOCATE BOOKS	7.7	7.4	3.3	9.8	6.0	11.5	3.7	12.7	6.2	5.6	
	56	11	10	13	15	11	5	12	17	4	6
MISCELLANEOUS	18.9	16.2	16.4	21.3	22.4	18.0	18.5	19.0	21.0	11.1	27.3
	5	4	1			2			1	2	
DON'T KNOW	1.7	5.9	1.6			3.3			1.2	5.6	

WAYS TO MAKE THE PUBLIC LIBRARY EASIER TO USE
BASED ON THOSE WHO SAID THERE ARE WAYS TO MAKE THE LIBRARY EASIER TO USE

TABLE 99

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	297	29	60	43	30	61	21	13	40	93	97	107	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
WAYS TO MAKE THE LIBRARY EASIER TO USE													
	76	8	10	15	10	16	3	3	11	26	21	29	
INCONVENIENT HOURS	25.6	27.6	16.7	34.9	33.3	26.2	14.3	23.1	27.5	28.0	21.6	27.1	
	44	9	10	8	1	7		3	6	19	16	9	
ENLARGE BUILDING	14.8	31.0	16.7	18.6	3.3	11.5		23.1	15.0	20.4	16.5	8.4	
	15	1	6	1	1	2			4	3	9	3	
BETTER ORGANIZATION	5.1	3.4	10.0	2.3	3.3	3.3			10.0	3.2	9.3	2.8	
	26	3	4	3	5	6	1		4	5	8	13	
LOCATION	8.8	10.3	6.7	7.0	16.7	9.8	4.8		10.0	5.4	8.2	12.1	
	27	4	4	7	5	3		4		11	4	12	
BETTER PARKING FACILITIES	9.1	13.8	6.7	16.3	16.7	4.9		30.8		11.8	4.1	11.2	
	20		8	2		8	2			6	3	11	
NEED MORE BOOKS	6.7		13.3	4.7		13.1	9.5			6.5	3.1	10.3	
	21		4	1	1	4	6		5	6	7	8	
MORE EMPLOYEES	7.1		6.7	2.3	3.3	6.6	28.6		12.5	6.5	7.2	7.5	
	14	4	6	1	1		2			7		7	
LIMITED BOOKMOBILE SERVICE	4.7	13.8	10.0	2.3	3.3		9.5			7.5		6.5	
IF THEY WOULD INCLUDE COUNTY AND WE WOULDN'T HAVE TO PAY	2			2						1		1	
	.7			4.7						1.1		.9	
MORE KNOWLEDGEABLE PERSONNEL	6		3	1	1	1				3	3		
	2.0		5.0	2.3	3.3	1.6				3.2	3.1		
	5		2	2		1				3	2		
LESS RESTRICTION ON CARDS	1.7		3.3	4.7		1.6				3.2	2.1		
	1								1		1		
CRAFTS AND SKILLS	.3								2.5		1.0		
	5		3	1		1					3	2	
MUSIC LISTENING AREAS	1.7		5.0	2.3		1.6					3.1	1.9	
	1			1						1			
MORE NEWSPAPERS/MAGAZINES	.3			2.3						1.1			
	23		8		1	4		3	7	10	9	4	
EASIER TO LOCATE BOOKS	7.7		13.3		3.3	6.6		23.1	17.5	10.8	9.3	3.7	
	56		7	9	10	12	9		9	19	19	18	
MISCELLANEOUS	18.9		11.7	20.9	33.3	19.7	42.9		22.5	20.4	19.6	16.8	
	5	2				3					4	1	
DON'T KNOW	1.7	6.9				4.9					4.1	.9	

WAYS TO MAKE THE PUBLIC LIBRARY EASIER TO USE
BASED ON THOSE WHO SAID THERE ARE WAYS TO MAKE THE LIBRARY EASIER TO USE

TABLE 100

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	297	30	22	81	164	50	235	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS TO MAKE THE LIBRARY EASIER TO USE								
INCONVENIENT HOURS	76	9	3	27	37	13	56	7
	25.6	30.0	13.6	33.3	22.6	26.0	23.8	58.3
ENLARGE BUILDING	44		6	6	32	5	39	
	14.8		27.3	7.4	19.5	10.0	16.6	
BETTER ORGANIZATION	15	3		3	9	3	12	
	5.1	10.0		3.7	5.5	6.0	5.1	
LOCATION	26	4	4	3	15	3	20	3
	8.8	13.3	18.2	3.7	9.1	6.0	8.5	25.0
BETTER PARKING FACILITIES	27	5		10	12	1	25	1
	9.1	16.7		12.3	7.3	2.0	10.6	8.3
NEED MORE BOOKS	20		3	7	10	9	11	
	6.7		13.6	8.6	6.1	18.0	4.7	
MORE EMPLOYEES	21		2	2	17	9	12	
	7.1		9.1	2.5	10.4	18.0	5.1	
LIMITED BOOKMOBILE SERVICE	14	1		3	10	2	12	
	4.7	3.3		3.7	6.1	4.0	5.1	
IF THEY WOULD INCLUDE COUNTY AND WE WOULDN'T HAVE TO PAY	2				2		2	
	.7				1.2		.9	
MORE KNOWLEDGEABLE PERSONNEL	6			2	4		6	
	2.0			2.5	2.4		2.6	
LESS RESTRICTION ON CARDS	5				5	1	4	
	1.7				3.0	2.0	1.7	
CRAFTS AND SKILLS	1		1			1		
	.3		4.5			2.0		
MUSIC LISTENING AREAS	5			5			5	
	1.7			6.2			2.1	
MORE NEWSPAPERS/MAGAZINES	1				1		1	
	.3				.6		.4	
EASIER TO LOCATE BOOKS	23	2	1	8	12	1	22	
	7.7	6.7	4.5	9.9	7.3	2.0	9.4	
MISCELLANEOUS	56	7	3	17	29	11	43	2
	18.9	23.3	13.6	21.0	17.7	22.0	18.3	16.7
DON'T KNOW	5			3	2		5	
	1.7			3.7	1.2		2.1	

REASONS FOR NOT USING THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 101

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1520	743	777	419	352	747	42	180	547	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS FOR NOT USING THE PUBLIC LIBRARY										
NOT INTERESTED/NO NEED	530	296	234	140	144	245	8	60	200	261
	34.9	39.8	30.1	33.4	40.9	32.8	19.0	33.3	36.6	34.8
NOT ENOUGH TIME	361	143	218	115	94	151	3	39	155	164
	23.8	19.2	28.1	27.4	26.7	20.2	7.1	21.7	28.3	21.9
TOO FAR AWAY	183	71	112	62	51	70	7	28	65	83
	12.0	9.6	14.4	14.8	14.5	9.4	16.7	15.6	11.9	11.1
HAVE ENOUGH BOOKS	167	78	89	37	41	88		21	80	64
	11.0	10.5	11.5	8.8	11.6	11.8		11.7	14.6	8.5
NO TRANSPORTATION	45	3	42	12	4	29		5	9	31
	3.0	.4	5.4	2.9	1.1	3.9		2.8	1.6	4.1
USE OTHER LIBRARIES/SOURCES	97	57	40	44	30	23	17	22	38	20
	6.4	7.7	5.1	10.5	8.5	3.1	40.5	12.2	6.9	2.7
DON'T READ	186	104	82	33	35	118		3	45	138
	12.2	14.0	10.6	7.9	9.9	15.8		1.7	8.2	18.4
READ PAPERS AND MAGAZINES	38	14	24	4	5	29		4	14	20
	2.5	1.9	3.1	1.0	1.4	3.9		2.2	2.6	2.7
PREFER TO BUY BOOKS	71	27	44	26	14	31		22	34	15
	4.7	3.6	5.7	6.2	4.0	4.1		12.2	6.2	2.0
HAVE BAD EYES	50	20	30		2	48		3	2	45
	3.3	2.7	3.9		.6	6.4		1.7	.4	6.0
HEALTH PROBLEMS	37	7	30	4	4	29		4	8	25
	2.4	.9	3.9	1.0	1.1	3.9		2.2	1.5	3.3
POOR HOURS	15	7	8	5	8	2		1	7	7
	1.0	.9	1.0	1.2	2.3	.3		.6	1.3	.9
NONE AVAILABLE	20	14	6	6	6	8			9	11
	1.3	1.9	.8	1.4	1.7	1.1			1.6	1.5
MISCELLANEOUS	70	38	32	36	9	25	4	14	26	26
	4.6	5.1	4.1	8.6	2.6	3.3	9.5	7.8	4.8	3.5
DON'T KNOW	82	54	28	34	8	40	7	7	26	42
	5.4	7.3	3.6	8.1	2.3	5.4	16.7	3.9	4.8	5.6

REASONS FOR NOT USING THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 102

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1520	124	171	491	630	234	60	122	300	516	279
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS FOR NOT USING THE PUBLIC LIBRARY											
	530	57	59	164	213	88	15	37	107	174	106
NOT INTERESTED/NO NEED	34.9	46.0	34.5	33.4	33.8	37.6	25.0	30.3	35.7	33.7	38.0
	361	21	60	143	109	77	16	19	87	108	48
NOT ENOUGH TIME	23.8	16.9	35.1	29.1	17.3	32.9	26.7	15.6	29.0	20.9	17.2
	183	14	26	62	74	35	5	22	43	58	20
TOO FAR AWAY	12.0	11.3	15.2	12.6	11.7	15.0	8.3	18.0	14.3	11.2	7.2
	167	10	14	56	78	21	6	10	33	70	26
HAVE ENOUGH BOOKS	11.0	8.1	8.2	11.4	12.4	9.0	10.0	8.2	11.0	13.6	9.3
	45		7	2	30	3	1	8	4	17	12
NO TRANSPORTATION	3.0		4.1	.4	4.8	1.3	1.7	6.6	1.3	3.3	4.3
	97	20	12	39	19	14	7	23	24	22	7
USE OTHER LIBRARIES/SOURCES	6.4	16.1	7.0	7.9	3.0	6.0	11.7	18.9	8.0	4.3	2.5
	186	2	7	62	98	21	2	10	40	74	37
DON'T READ	12.2	1.6	4.1	12.6	15.6	9.0	3.3	8.2	13.3	14.3	13.3
	38	1	13	9	15	1	3		7	11	16
READ PAPERS AND MAGAZINES	2.5	.8	7.6	1.8	2.4	.4	5.0		2.3	2.1	5.7
	71	5	16	14	35	17	3	6	16	23	6
PREFER TO BUY BOOKS	4.7	4.0	9.4	2.9	5.6	7.3	5.0	4.9	5.3	4.5	2.2
	50	5		2	39				2	25	23
HAVE BAD EYES	3.3	4.0		.4	6.2				.7	4.8	8.2
	37		4	1	32			4	3	10	20
HEALTH PROBLEMS	2.4		2.3	.2	5.1			3.3	1.0	1.9	7.2
	15	4	5	5		1	2	2	9		1
POOR HOURS	1.0	3.2	2.9	1.0		.4	3.3	1.6	3.0		.4
	20		2	11	7	4		2	5	9	
NONE AVAILABLE	1.3		1.2	2.2	1.1	1.7		1.6	1.7	1.7	
	70	10	1	29	24	24	8	4	10	12	12
MISCELLANEOUS	4.6	8.1	.6	5.9	3.8	10.3	13.3	3.3	3.3	2.3	4.3
	82	3	10	40	21	7	9	18	15	24	9
DON'T KNOW	5.4	2.4	5.8	8.1	3.3	3.0	15.0	14.8	5.0	4.7	3.2

REASONS FOR NOT USING THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 103

	REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1520	86	343	274	164	311	136	55	151				1520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0
REASONS FOR NOT USING THE PUBLIC LIBRARY													
NOT INTERESTED/NO NEED	530	33	110	108	68	115	35	19	42				530
	34.9	38.4	32.1	39.4	41.5	37.0	25.7	34.5	27.8				34.9
NOT ENOUGH TIME	361	29	68	67	39	70	38	10	40				361
	23.8	33.7	19.8	24.5	23.8	22.5	27.9	18.2	26.5				23.8
TOO FAR AWAY	183	18	30	29	24	40	26	3	13				183
	12.0	20.9	8.7	10.6	14.6	12.9	19.1	5.5	8.6				12.0
HAVE ENOUGH BOOKS	167	2	50	33	21	15	18	7	21				167
	11.0	2.3	14.6	12.0	12.8	4.8	13.2	12.7	13.9				11.0
NO TRANSPORTATION	45	2	17	5	6	2	9	3	1				45
	3.0	2.3	5.0	1.8	3.7	.6	6.6	5.5	.7				3.0
USE OTHER LIBRARIES/SOURCES	97	8	20	20	9	21	3	4	12				97
	6.4	9.3	5.8	7.3	5.5	6.8	2.2	7.3	7.9				6.4
DON'T READ	186	2	30	19	17	63	23	7	25				186
	12.2	2.3	8.7	6.9	10.4	20.3	16.9	12.7	16.6				12.2
READ PAPERS AND MAGAZINES	38		11	8	4	6	1		8				38
	2.5		3.2	2.9	2.4	1.9	.7		5.3				2.5
PREFER TO BUY BOOKS	71	5	27	13	5	6	5	5	5				71
	4.7	5.8	7.9	4.7	3.0	1.9	3.7	9.1	3.3				4.7
HAVE BAD EYES	50	2	11	4	4	15	7	5	2				50
	3.3	2.3	3.2	1.5	2.4	4.8	5.1	9.1	1.3				3.3
HEALTH PROBLEMS	37		9	7	7	7	5	1	1				37
	2.4		2.6	2.6	4.3	2.3	3.7	1.8	.7				2.4
POOR HOURS	15	3	1	1		4	2		4				15
	1.0	3.5	.3	.4		1.3	1.5		2.6				1.0
NONE AVAILABLE	20		3	1		4	12						20
	1.3		.9	.4		1.3	8.8						1.3
MISCELLANEOUS	70	4	21	13	4	9	9	3	7				70
	4.6	4.7	6.1	4.7	2.4	2.9	6.6	5.5	4.6				4.6
DON'T KNOW	82	6	15	25	6	20	2	7	1				82
	5.4	7.0	4.4	9.1	3.7	6.4	1.5	12.7	.7				5.4

REASONS FOR NOT USING THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 104

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1520	427	396	464	233	121	983	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASONS FOR NOT USING THE PUBLIC LIBRARY								
	530	154	149	164	63	29	353	148
NOT INTERESTED/NO NEED	34.9	36.1	37.6	35.3	27.0	24.0	35.9	35.6
	361	123	73	133	32	23	220	118
NOT ENOUGH TIME	23.8	28.8	18.4	28.7	13.7	19.0	22.4	28.4
	183	31	35	73	44	22	125	36
TOO FAR AWAY	12.0	7.3	8.8	15.7	18.9	18.2	12.7	8.7
	167	36	48	49	34	13	132	22
HAVE ENOUGH BOOKS	11.0	8.4	12.1	10.6	14.6	10.7	13.4	5.3
	45	8	11	15	11	1	38	6
NO TRANSPORTATION	3.0	1.9	2.8	3.2	4.7	.8	3.9	1.4
	97	13	13	35	36	20	68	9
USE OTHER LIBRARIES/SOURCES	6.4	3.0	3.3	7.5	15.5	16.5	6.9	2.2
	186	67	68	51		4	64	118
DON'T READ	12.2	15.7	17.2	11.0		3.3	6.5	28.4
	38	10	8	18	2		24	14
READ PAPERS AND MAGAZINES	2.5	2.3	2.0	3.9	.9		2.4	3.4
	71	14	10	14	33	6	64	1
PREFER TO BUY BOOKS	4.7	3.3	2.5	3.0	14.2	5.0	6.5	.2
	50	28	18	3	1		22	28
HAVE BAD EYES	3.3	6.6	4.5	.6	.4		2.2	6.7
	37	9	11	13	4		25	12
HEALTH PROBLEMS	2.4	2.1	2.8	2.8	1.7		2.5	2.9
	15	2	4	1	8	4	10	1
POOR HOURS	1.0	.5	1.0	.2	3.4	3.3	1.0	.2
	20	13		1	6		12	8
NONE AVAILABLE	1.3	3.0		.2	2.6		1.2	1.9
	70	4	19	30	17	12	46	12
MISCELLANEOUS	4.6	.9	4.8	6.5	7.3	9.9	4.7	2.9
	82	19	24	27	12	17	60	5
DON'T KNOW	5.4	4.4	6.1	5.8	5.2	14.0	6.1	1.2

ARE THE SYSTEMS FOR LOCATING BOOKS CONFUSING
KNOWLEDGE OF STREET ON WHICH LIBRARY IS LOCATED
MILES TO THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 105

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1520	743	777	419	352	747	42	180	547	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SYSTEMS ARE CONFUSING										
AGREE VERY MUCH	89	31	58	45	19	25		10	40	39
	5.9	4.2	7.5	10.7	5.4	3.3		5.6	7.3	5.2
AGREE SOMEWHAT	182	79	103	85	45	52	14	23	88	57
	12.0	10.6	13.3	20.3	12.8	7.0	33.3	12.8	16.1	7.6
DISAGREE	609	287	322	195	161	253	21	104	245	239
	40.1	38.6	41.4	46.5	45.7	33.9	50.0	57.8	44.8	31.9
DON'T KNOW	640	346	294	94	127	417	7	43	174	414
	42.1	46.6	37.8	22.4	36.1	55.8	16.7	23.9	31.8	55.3
KNOWLEDGE OF STREET NAME										
YES	962	485	477	272	231	458	25	119	384	433
	63.3	65.3	61.4	64.9	65.6	61.3	59.5	66.1	70.2	57.8
NO	495	227	268	122	114	258	10	52	145	288
	32.6	30.6	34.5	29.1	32.4	34.5	23.8	28.9	26.5	38.5
DON'T KNOW	63	31	32	25	7	31	7	9	18	28
	4.1	4.2	4.1	6.0	2.0	4.1	16.7	5.0	3.3	3.7
MILES TO PUBLIC LIBRARY										
0.1 TO 0.2 MILES	75	39	36	24	13	38	3	6	28	38
	4.9	5.2	4.6	5.7	3.7	5.1	7.1	3.3	5.1	5.1
0.3 TO 0.4 MILES	52	25	27	17	17	18		7	15	30
	3.4	3.4	3.5	4.1	4.8	2.4		3.9	2.7	4.0
0.5 TO 0.9 MILES	120	61	59	23	15	82	3	10	37	70
	7.9	8.2	7.6	5.5	4.3	11.0	7.1	5.6	6.8	9.3
1.0 TO 1.4 MILES	172	91	81	38	33	101	6	29	63	74
	11.3	12.2	10.4	9.1	9.4	13.5	14.3	16.1	11.5	9.9
1.5 TO 1.9 MILES	77	40	37	20	17	40	2	17	26	32
	5.1	5.4	4.8	4.8	4.8	5.4	4.8	9.4	4.8	4.3
2.0 TO 2.4 MILES	128	72	56	40	28	60	9	14	56	49
	8.4	9.7	7.2	9.5	8.0	8.0	21.4	7.8	10.2	6.5
2.5 TO 2.9 MILES	39	16	23	12	13	14	1	5	13	20
	2.6	2.2	3.0	2.9	3.7	1.9	2.4	2.8	2.4	2.7
3.0 TO 3.9 MILES	137	61	76	36	35	66		20	47	70
	9.0	8.2	9.8	8.6	9.9	8.8		11.1	8.6	9.3
4.0 TO 4.9 MILES	58	28	30	20	16	21	4	11	20	22
	3.8	3.8	3.9	4.8	4.5	2.8	9.5	6.1	3.7	2.9
5.0 TO 9.9 MILES	202	102	100	57	66	79		20	83	99
	13.3	13.7	12.9	13.6	18.8	10.6		11.1	15.2	13.2
10 MILES AND OVER	162	86	76	51	30	81	3	15	66	78
	10.7	11.6	9.8	12.2	8.5	10.8	7.1	8.3	12.1	10.4
DON'T KNOW	298	122	176	81	69	147	11	26	93	167
	19.6	16.4	22.7	19.3	19.6	19.7	26.2	14.4	17.0	22.3

ARE THE SYSTEMS FOR LOCATING BOOKS CONFUSING
KNOWLEDGE OF STREET ON WHICH LIBRARY IS LOCATED
MILES TO THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 106

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1520	124	171	491	630	234	60	122	300	516	279
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SYSTEMS ARE CONFUSING											
AGREE VERY MUCH	89	5	9	33	37	25	9	11	12	19	13
	5.9	4.0	5.3	6.7	5.9	10.7	15.0	9.0	4.0	3.7	4.7
AGREE SOMEWHAT	182	18	24	63	63	41	18	26	35	38	24
	12.0	14.5	14.0	12.8	10.0	17.5	30.0	21.3	11.7	7.4	8.6
DISAGREE	609	56	91	203	221	119	21	55	110	198	104
	40.1	45.2	53.2	41.3	35.1	50.9	35.0	45.1	36.7	38.4	37.3
DON'T KNOW	640	45	47	192	309	49	12	30	143	261	138
	42.1	36.3	27.5	39.1	49.0	20.9	20.0	24.6	47.7	50.6	49.5
KNOWLEDGE OF STREET NAME											
YES	962	79	117	323	389	160	36	73	189	334	166
	63.3	63.7	68.4	65.8	61.7	68.4	60.0	59.8	63.0	64.7	59.5
NO	495	38	44	153	216	68	21	33	98	167	103
	32.6	30.6	25.7	31.2	34.3	29.1	35.0	27.0	32.7	32.4	36.9
DON'T KNOW	63	7	10	15	25	6	3	16	13	15	10
	4.1	5.6	5.8	3.1	4.0	2.6	5.0	13.1	4.3	2.9	3.6
MILES TO PUBLIC LIBRARY											
0.1 TO 0.2 MILES	75	2	6	35	23	11	9	1	7	22	22
	4.9	1.6	3.5	7.1	3.7	4.7	15.0	.8	2.3	4.3	7.9
0.3 TO 0.4 MILES	52	7	3	19	17	6	3	8	10	17	8
	3.4	5.6	1.8	3.9	2.7	2.6	5.0	6.6	3.3	3.3	2.9
0.5 TO 0.9 MILES	120	5	14	35	64	17	1	5	15	60	22
	7.9	4.0	8.2	7.1	10.2	7.3	1.7	4.1	5.0	11.6	7.9
1.0 TO 1.4 MILES	172	23	19	56	66	18	9	11	37	69	28
	11.3	18.5	11.1	11.4	10.5	7.7	15.0	9.0	12.3	13.4	10.0
1.5 TO 1.9 MILES	77	11	10	17	34	8	5	7	20	27	10
	5.1	8.9	5.8	3.5	5.4	3.4	8.3	5.7	6.7	5.2	3.6
2.0 TO 2.4 MILES	128	9	26	40	35	19	5	16	21	44	23
	8.4	7.3	15.2	8.1	5.6	8.1	8.3	13.1	7.0	8.5	8.2
2.5 TO 2.9 MILES	39		5	10	24	12			11	7	9
	2.6		2.9	2.0	3.8	5.1			3.7	1.4	3.2
3.0 TO 3.9 MILES	137	17	7	44	58	12	9	15	36	46	19
	9.0	13.7	4.1	9.0	9.2	5.1	15.0	12.3	12.0	8.9	6.8
4.0 TO 4.9 MILES	58	9	3	13	29	9		11	10	12	15
	3.8	7.3	1.8	2.6	4.6	3.8		9.0	3.3	2.3	5.4
5.0 TO 9.9 MILES	202	7	31	88	71	44	5	8	49	74	20
	13.3	5.6	18.1	17.9	11.3	18.8	8.3	6.6	16.3	14.3	7.2
10 MILES AND OVER	162	7	12	64	74	40	6	5	28	52	31
	10.7	5.6	7.0	13.0	11.7	17.1	10.0	4.1	9.3	10.1	11.1
DON'T KNOW	298	27	35	70	135	38	8	35	56	86	72
	19.6	21.8	20.5	14.3	21.4	16.2	13.3	28.7	18.7	16.7	25.8

ARE THE SYSTEMS FOR LOCATING BOOKS CONFUSING
KNOWLEDGE OF STREET ON WHICH LIBRARY IS LOCATED
MILES TO THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 107

	REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT-AIN	PACI-FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1520	86	343	274	164	311	136	55	151				1520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0
SYSTEMS ARE CONFUSING													
AGREE VERY MUCH	89	4	36	10	4	18	10		7				89
	5.9	4.7	10.5	3.6	2.4	5.8	7.4		4.6				5.9
AGREE SOMEWHAT	182	13	34	23	22	38	17	9	26				182
	12.0	15.1	9.9	8.4	13.4	12.2	12.5	16.4	17.2				12.0
DISAGREE	609	48	142	120	68	109	52	11	59				609
	40.1	55.8	41.4	43.8	41.5	35.0	38.2	20.0	39.1				40.1
DON'T KNOW	640	21	131	121	70	146	57	35	59				640
	42.1	24.4	38.2	44.2	42.7	46.9	41.9	63.6	39.1				42.1
KNOWLEDGE OF STREET NAME													
YES	962	56	242	164	123	198	62	32	85				962
	63.3	65.1	70.6	59.9	75.0	63.7	45.6	58.2	56.3				63.3
NO	495	22	94	90	36	97	71	19	66				495
	32.6	25.6	27.4	32.8	22.0	31.2	52.2	34.5	43.7				32.6
DON'T KNOW	63	8	7	20	5	16	3	4					63
	4.1	9.3	2.0	7.3	3.0	5.1	2.2	7.3					4.1
MILES TO PUBLIC LIBRARY													
0.1 TO 0.2 MILES	75	5	22	20	14	8	1	5					75
	4.9	5.8	6.4	7.3	8.5	2.6	.7	9.1					4.9
0.3 TO 0.4 MILES	52	3	16	9	9	7		3	5				52
	3.4	3.5	4.7	3.3	5.5	2.3		5.5	3.3				3.4
0.5 TO 0.9 MILES	120	6	50	8	16	14	14		12				120
	7.9	7.0	14.6	2.9	9.8	4.5	10.3		7.9				7.9
1.0 TO 1.4 MILES	172	12	55	21	17	31	6	7	23				172
	11.3	14.0	16.0	7.7	10.4	10.0	4.4	12.7	15.2				11.3
1.5 TO 1.9 MILES	77		11	14	16	14	5		17				77
	5.1		3.2	5.1	9.8	4.5	3.7		11.3				5.1
2.0 TO 2.4 MILES	128	7	25	28	18	16	11	11	12				128
	8.4	8.1	7.3	10.2	11.0	5.1	8.1	20.0	7.9				8.4
2.5 TO 2.9 MILES	39	1	9	18		3	2	4	2				39
	2.6	1.2	2.6	6.6		1.0	1.5	7.3	1.3				2.6
3.0 TO 3.9 MILES	137	12	11	29	15	41	9	7	13				137
	9.0	14.0	3.2	10.6	9.1	13.2	6.6	12.7	8.6				9.0
4.0 TO 4.9 MILES	58	4	10	12	7	9	6	1	9				58
	3.8	4.7	2.9	4.4	4.3	2.9	4.4	1.8	6.0				3.8
5.0 TO 9.9 MILES	202	16	37	32	17	59	25	1	15				202
	13.3	18.6	10.8	11.7	10.4	19.0	18.4	1.8	9.9				13.3
10 MILES AND OVER	162		42	13	14	60	23		10				162
	10.7		12.2	4.7	8.5	19.3	16.9		6.6				10.7
DON'T KNOW	298	20	55	70	21	49	34	16	33				298
	19.6	23.3	16.0	25.5	12.8	15.8	25.0	29.1	21.9				19.6

ARE THE SYSTEMS FOR LOCATING BOOKS CONFUSING
KNOWLEDGE OF STREET ON WHICH LIBRARY IS LOCATED
MILES TO THE PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 108

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1520	427	396	464	233	121	983	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SYSTEMS ARE CONFUSING								
AGREE VERY MUCH	89	26	24	34	5	3	58	28
	5.9	6.1	6.1	7.3	2.1	2.5	5.9	6.7
AGREE SOMEWHAT	182	47	37	64	34	16	135	31
	12.0	11.0	9.3	13.8	14.6	13.2	13.7	7.5
DISAGREE	609	120	150	206	133	62	428	119
	40.1	28.1	37.9	44.4	57.1	51.2	43.5	28.6
DON'T KNOW	640	234	185	160	61	40	362	238
	42.1	54.8	46.7	34.5	26.2	33.1	36.8	57.2
KNOWLEDGE OF STREET NAME								
YES	962	193	269	331	169	69	637	256
	63.3	45.2	67.9	71.3	72.5	57.0	64.8	61.5
NO	495	208	117	114	56	42	302	151
	32.6	48.7	29.5	24.6	24.0	34.7	30.7	36.3
DON'T KNOW	63	26	10	19	8	10	44	9
	4.1	6.1	2.5	4.1	3.4	8.3	4.5	2.2
MILES TO PUBLIC LIBRARY								
0.1 TO 0.2 MILES	75	14	18	32	11	2	43	30
	4.9	3.3	4.5	6.9	4.7	1.7	4.4	7.2
0.3 TO 0.4 MILES	52	10	18	19	5	6	33	13
	3.4	2.3	4.5	4.1	2.1	5.0	3.4	3.1
0.5 TO 0.9 MILES	120	21	44	40	15	6	77	37
	7.9	4.9	11.1	8.6	6.4	5.0	7.8	8.9
1.0 TO 1.4 MILES	172	33	49	47	43	20	110	42
	11.3	7.7	12.4	10.1	18.5	16.5	11.2	10.1
1.5 TO 1.9 MILES	77	19	18	26	14	8	48	21
	5.1	4.4	4.5	5.6	6.0	6.6	4.9	5.0
2.0 TO 2.4 MILES	128	30	26	48	24	17	82	29
	8.4	7.0	6.6	10.3	10.3	14.0	8.3	7.0
2.5 TO 2.9 MILES	39	13	11	9	6	1	31	7
	2.6	3.0	2.8	1.9	2.6	.8	3.2	1.7
3.0 TO 3.9 MILES	137	30	38	50	19	10	106	21
	9.0	7.0	9.6	10.8	8.2	8.3	10.8	5.0
4.0 TO 4.9 MILES	58	20	8	15	15	1	45	12
	3.8	4.7	2.0	3.2	6.4	.8	4.6	2.9
5.0 TO 9.9 MILES	202	50	59	66	27	12	135	55
	13.3	11.7	14.9	14.2	11.6	9.9	13.7	13.2
10 MILES AND OVER	162	61	37	39	25	13	91	58
	10.7	14.3	9.3	8.4	10.7	10.7	9.3	13.9
DON'T KNOW	298	126	70	73	29	25	182	91
	19.6	29.5	17.7	15.7	12.4	20.7	18.5	21.9

LIKELIHOOD OF USING THE PUBLIC LIBRARY MORE OFTEN IF IT WERE CLOSER
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 109

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1520	743	777	419	352	747	42	180	547	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USING LIBRARY										
	88	18	70	36	20	32	4	12	31	41
DEFINITELY USE IT MORE	5.8	2.4	9.0	8.6	5.7	4.3	9.5	6.7	5.7	5.5
	182	60	122	52	49	81	2	24	75	81
PROBABLY USE IT MORE	12.0	8.1	15.7	12.4	13.9	10.8	4.8	13.3	13.7	10.8
	1191	632	559	309	278	602	29	139	424	598
NO DIFFERENCE	78.4	85.1	71.9	73.7	79.0	80.6	69.0	77.2	77.5	79.8
	59	33	26	22	5	32	7	5	17	29
DON'T KNOW	3.9	4.4	3.3	5.3	1.4	4.3	16.7	2.8	3.1	3.9

LIKELIHOOD OF USING THE PUBLIC LIBRARY MORE OFTEN IF IT WERE CLOSER
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 110

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1520	124	171	491	630	234	60	122	300	516	279
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USING LIBRARY											
DEFINITELY USE IT MORE	88	3	16	16	43	23	3	10	22	15	15
	5.8	2.4	9.4	3.3	6.8	9.8	5.0	8.2	7.3	2.9	5.4
PROBABLY USE IT MORE	182	6	37	60	67	28	10	14	59	49	22
	12.0	4.8	21.6	12.2	10.6	12.0	16.7	11.5	19.7	9.5	7.9
NO DIFFERENCE	1191	112	108	396	499	180	44	82	208	437	231
	78.4	90.3	63.2	80.7	79.2	76.9	73.3	67.2	69.3	84.7	82.8
DON'T KNOW	59	3	10	19	21	3	3	16	11	15	11
	3.9	2.4	5.8	3.9	3.3	1.3	5.0	13.1	3.7	2.9	3.9

LIKELIHOOD OF USING THE PUBLIC LIBRARY MORE OFTEN IF IT WERE CLOSER
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 111

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH-EAST	SOUTH-WEST	ROCKY MOUNT-AIN	PACI-FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1520	86	343	274	164	311	136	55	151				1520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0
LIKELIHOOD OF USING LIBRARY													
DEFINITELY USE IT MORE	88	7	20	12	9	14	15	1	10				88
	5.8	8.1	5.8	4.4	5.5	4.5	11.0	1.8	6.6				5.8
PROBABLY USE IT MORE	182	10	42	31	12	32	29	6	20				182
	12.0	11.6	12.2	11.3	7.3	10.3	21.3	10.9	13.2				12.0
NO DIFFERENCE	1191	63	277	213	138	248	89	44	119				1191
	78.4	73.3	80.8	77.7	84.1	79.7	65.4	80.0	78.8				78.4
DON'T KNOW	59	6	4	18	5	17	3	4	2				59
	3.9	7.0	1.2	6.6	3.0	5.5	2.2	7.3	1.3				3.9

LIKELIHOOD OF USING THE PUBLIC LIBRARY MORE OFTEN IF IT WERE CLOSER
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 112

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1520	427	396	464	233	121	983	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USING LIBRARY								
	88	15	15	28	30	8	77	3
DEFINITELY USE IT MORE	5.8	3.5	3.8	6.0	12.9	6.6	7.8	.7
	182	35	40	73	34	16	143	23
PROBABLY USE IT MORE	12.0	8.2	10.1	15.7	14.6	13.2	14.5	5.5
	1191	360	324	346	161	87	718	386
NO DIFFERENCE	78.4	84.3	81.8	74.6	69.1	71.9	73.0	92.8
	59	17	17	17	8	10	45	4
DON'T KNOW	3.9	4.0	4.3	3.7	3.4	8.3	4.6	1.0

LIKELIHOOD OF USING THE PUBLIC LIBRARY MORE OFTEN IF IT WERE CLOSER
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 113

	TOTAL	MILES TO PUBLIC LIBRARY			
		UNDER 1 MI	1-2.9 MILES	3-5.9 MILES	6 MI. & OVER
WEIGHTED BASE	1520	247	416	261	364
	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USING LIBRARY					
	88	5	19	18	38
DEFINITELY USE IT MORE	5.8	2.0	4.6	6.9	10.4
	182	18	39	40	57
PROBABLY USE IT MORE	12.0	7.3	9.4	15.3	15.7
	1191	222	358	199	262
NO DIFFERENCE	78.4	89.9	86.1	76.2	72.0
	59	2		4	7
DON'T KNOW	3.9	.8		1.5	1.9

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 114

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1520	743	777	419	352	747	42	180	547	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY										
BOOK LOANS	624	328	296	167	172	284	15	77	214	317
	41.1	44.1	38.1	39.9	48.9	38.0	35.7	42.8	39.1	42.3
MUSIC LISTENING AREAS	53	21	32	19	12	22	3	5	29	16
	3.5	2.8	4.1	4.5	3.4	2.9	7.1	2.8	5.3	2.1
READING AREAS	200	114	86	66	51	83	11	44	63	82
	13.2	15.3	11.1	15.8	14.5	11.1	26.2	24.4	11.5	10.9
MAGAZINE/NEWSPAPERS	14	5	9	7	3	4	4	6	3	1
	.9	.7	1.2	1.7	.9	.5	9.5	3.3	.5	.1
MICROFILM	96	45	51	33	34	29	5	13	50	28
	6.3	6.1	6.6	7.9	9.7	3.9	11.9	7.2	9.1	3.7
PHONOGRAPH RECORD LOANS	7		7	2	5			1	6	
	.5		.9	.5	1.4			.6	1.1	
FOREIGN LANGUAGE TAPES	13	3	10	2	1	10		1	8	4
	.9	.4	1.3	.5	.3	1.3		.6	1.5	.5
ART/PAINTING/POSTER LOANS	9	4	5	4	2	3		6	3	
	.6	.5	.6	1.0	.6	.4		3.3	.5	
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED	26	6	20	12	9	5	1	19	5	1
	1.7	.8	2.6	2.9	2.6	.7	2.4	10.6	.9	.1
STORYTIME PERIODS	4		4		4				4	
	.3		.5		1.1				.7	
BOOK CLUB GROUPS	3	2	1		1	2		1	2	
	.2	.3	.1		.3	.3		.6	.4	
INTER-LIBRARY LOAN SERVICE	61	32	29	30	17	14	3	15	30	13
	4.0	4.3	3.7	7.2	4.8	1.9	7.1	8.3	5.5	1.7
MOVIES (BORROWED)	2	1	1	1	1			1		1
	.1	.1	.1	.2	.3			.6		.1
READING CLASSES	2		2		2				2	
	.1		.3		.6				.4	
PUBLIC MEETING ROOMS	35	24	11	12	11	12	5	4	15	11
	2.3	3.2	1.4	2.9	3.1	1.6	11.9	2.2	2.7	1.5
COPYING EQUIPMENT	2		2		2					2
	.1		.3		.6					.3
ADULT, INDEPENDENT LEARNING										

CONTINUED

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 115

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1520	124	171	491	630	234	60	122	300	516	279
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY											
BOOK LOANS	624	69	83	217	219	96	18	53	140	207	109
	41.1	55.6	48.5	44.2	34.8	41.0	30.0	43.4	46.7	40.1	39.1
MUSIC LISTENING AREAS	53	2	11	18	18	5	6	8	14	12	8
	3.5	1.6	6.4	3.7	2.9	2.1	10.0	6.6	4.7	2.3	2.9
READING AREAS	200	31	28	67	66	30	14	22	35	68	31
	13.2	25.0	16.4	13.6	10.5	12.8	23.3	18.0	11.7	13.2	11.1
MAGAZINE/NEWSPAPERS	14	1	1	5	3		5	2	5	1	1
	.9	.8	.6	1.0	.5		8.3	1.6	1.7	.2	.4
MICROFILM	96	13	17	33	33	16	5	12	26	26	11
	6.3	10.5	9.9	6.7	5.2	6.8	8.3	9.8	8.7	5.0	3.9
PHONOGRAPH RECORD LOANS	7	1	4		2	2			4	1	
	.5	.8	2.3		.3	.9			1.3	.2	
FOREIGN LANGUAGE TAPES	13			4	9	1		1		8	3
	.9			.8	1.4	.4		.8		1.6	1.1
ART/PAINTING/POSTER LOANS	9	4		2	1	2	1	1	2	3	
	.6	3.2		.4	.2	.9	1.7	.8	.7	.6	
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED	26	9	3	2	12	11		1	9	4	1
	1.7	7.3	1.8	.4	1.9	4.7		.8	3.0	.8	.4
STORYTIME PERIODS	4		4						4		
	.3		2.3						1.3		
BOOK CLUB GROUPS	3				3					3	
	.2				.5					.6	
INTER-LIBRARY LOAN SERVICE	61	15	6	28	10	17	2	11	13	12	6
	4.0	12.1	3.5	5.7	1.6	7.3	3.3	9.0	4.3	2.3	2.2
MOVIES (BORROWED)	2		1					1			1
	.1		.6					.8			.4
READING CLASSES	2								2		
	.1								.7		
PUBLIC MEETING ROOMS	35	6	7	5	15	3	5	4	8	9	6
	2.3	4.8	4.1	1.0	2.4	1.3	8.3	3.3	2.7	1.7	2.2
COPYING EQUIPMENT	2									2	
	.1									.4	
ADULT, INDEPENDENT LEARNING											

CONTINUED

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 116

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1520	86	343	274	164	311	136	55	151				1520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY													
BOOK LOANS	624	42	168	102	71	137	37	11	56				624
	41.1	48.8	49.0	37.2	43.3	44.1	27.2	20.0	37.1				41.1
MUSIC LISTENING AREAS	53	1	15	8	5	9	6	1	8				53
	3.5	1.2	4.4	2.9	3.0	2.9	4.4	1.8	5.3				3.5
READING AREAS	200	8	49	49	17	40	11	7	19				200
	13.2	9.3	14.3	17.9	10.4	12.9	8.1	12.7	12.6				13.2
MAGAZINE/NEWSPAPERS	14	1	2	5		1	1		4				14
	.9	1.2	.6	1.8		.3	.7		2.6				.9
MICROFILM	96	4	39	19	13	14		1	6				96
	6.3	4.7	11.4	6.9	7.9	4.5		1.8	4.0				6.3
PHONOGRAPH RECORD LOANS	7			4			2		1				7
	.5			1.5			1.5		.7				.5
FOREIGN LANGUAGE TAPES	13		1	2	4	5	1						13
	.9		.3	.7	2.4	1.6	.7						.9
ART/PAINTING/POSTER LOANS	9	1	6						2				9
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED	.6	1.2	1.7						1.3				.6
	26		8	6		9	1		2				26
STORYTIME PERIODS	1.7		2.3	2.2		2.9	.7		1.3				1.7
	4			4									4
BOOK CLUB GROUPS	.3			1.5									.3
	3						2		1				3
INTER-LIBRARY LOAN SERVICE	.2						1.5		.7				.2
	61	2	14	12	5	17	1	1	9				61
MOVIES (BORROWED)	4.0	2.3	4.1	4.4	3.0	5.5	.7	1.8	6.0				4.0
	2					1			1				2
READING CLASSES	.1					.3			.7				.1
	2		2										2
PUBLIC MEETING ROOMS	.1		.6										.1
	35		7	15	3	3	1	3	3				35
COPYING EQUIPMENT	2.3		2.0	5.5	1.8	1.0	.7	5.5	2.0				2.3
	2					2							2
ADULT, INDEPENDENT LEARNING	.1					.6							.1

CONTINUED

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 117

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1520	427	396	464	233	121	983	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY								
	624	157	157	217	93	45	405	174
BOOK LOANS	41.1	36.8	39.6	46.8	39.9	37.2	41.2	41.8
MUSIC LISTENING AREAS								
	53	14	9	19	11	3	45	5
READING AREAS	3.5	3.3	2.3	4.1	4.7	2.5	4.6	1.2
	200	49	38	70	43	20	141	39
MAGAZINE/NEWSPAPERS	13.2	11.5	9.6	15.1	18.5	16.5	14.3	9.4
	14	1	2	2	9		13	1
MICROFILM	.9	.2	.5	.4	3.9		1.3	.2
	96	22	11	35	28	8	78	10
PHONOGRAPH RECORD LOANS	6.3	5.2	2.8	7.5	12.0	6.6	7.9	2.4
	7	2		5		1	6	
FOREIGN LANGUAGE TAPES	.5	.5		1.1		.8	.6	
	13	1	3	6	3		11	2
ART/PAINTING/POSTER LOANS	.9	.2	.8	1.3	1.3		1.1	.5
BOOKS FOR THE VISUALLY AND PHYSICALLY HANDICAPPED	9		1	2	6	2	5	2
	.6		.3	.4	2.6	1.7	.5	.5
	26	1	2	12	11	5	19	2
STORYTIME PERIODS	1.7	.2	.5	2.6	4.7	4.1	1.9	.5
	4			4			4	
BOOK CLUB GROUPS	.3			.9			.4	
	3		3				1	2
INTER-LIBRARY LOAN SERVICE	.2		.8				.1	.5
	61	3	7	35	16	4	52	5
MOVIES (BORROWED)	4.0	.7	1.8	7.5	6.9	3.3	5.3	1.2
	2		1	1			2	
READING CLASSES	.1		.3	.2			.2	
	2			2				2
PUBLIC MEETING ROOMS	.1			.4				.5
	35	7	6	13	9	3	27	5
COPYING EQUIPMENT	2.3	1.6	1.5	2.8	3.9	2.5	2.7	1.2
	2		2				2	
ADULT, INDEPENDENT LEARNING	.1		.5				.2	

CONTINUED

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 118

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1520	743	777	419	352	747	42	180	547	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY (CON'T)										
	284	123	161	102	74	108	16	55	133	80
REFERENCE SERVICE	18.7	16.6	20.7	24.3	21.0	14.5	38.1	30.6	24.3	10.7
	4	3	1		3	1			1	3
CLASSES IN BASIC SKILLS	.3	.4	.1		.9	.1			.2	.4
	104	44	60	49	22	33	3	11	54	36
HELPFUL LIBRARIANS	6.8	5.9	7.7	11.7	6.3	4.4	7.1	6.1	9.9	4.8
CONTAINS ANY INFORMATION DESIRED	59	26	33	13	11	35		10	23	26
	3.9	3.5	4.2	3.1	3.1	4.7		5.6	4.2	3.5
SOURCE OF ALL KINDS OF INFORMATION	36	19	17	5	9	22		5	14	17
	2.4	2.6	2.2	1.2	2.6	2.9		2.8	2.6	2.3
	24	20	4	1	2	21		1	7	16
HISTORICAL INFORMATION	1.6	2.7	.5	.2	.6	2.8		.6	1.3	2.1
	43	20	23	17	11	15	5	15	18	5
FICTION BOOKS	2.8	2.7	3.0	4.1	3.1	2.0	11.9	8.3	3.3	.7
	13	9	4	3		10		2	6	5
BUSINESS INFORMATION	.9	1.2	.5	.7		1.3		1.1	1.1	.7
	30	11	19	20	4	6	2	9	11	8
TAPES	2.0	1.5	2.4	4.8	1.1	.8	4.8	5.0	2.0	1.1
	16	9	7	8	3	5	3	5	6	2
VISUAL AIDS	1.1	1.2	.9	1.9	.9	.7	7.1	2.8	1.1	.3
	5	4	1		1	4	1		2	2
COLLECTIONS	.3	.5	.1		.3	.5	2.4		.4	.3
	3	2	1	1	2		1		2	
RESTROOM AND SODA MACHINE	.2	.3	.1	.2	.6		2.4		.4	
	30	4	26	17	7	6	1	7	13	9
PROGRAMS FOR CHILDREN	2.0	.5	3.3	4.1	2.0	.8	2.4	3.9	2.4	1.2
	38	8	30	14	9	15	1	5	16	16
GENERAL INFORMATION	2.5	1.1	3.9	3.3	2.6	2.0	2.4	2.8	2.9	2.1
	22	14	8	8	6	8	2	2	10	8
FILMS FOR VIEWING	1.4	1.9	1.0	1.9	1.7	1.1	4.8	1.1	1.8	1.1
	112	53	59	47	14	51	5	33	37	37
MISCELLANEOUS	7.4	7.1	7.6	11.2	4.0	6.8	11.9	18.3	6.8	4.9
	474	244	230	102	93	278	7	35	139	292
DON'T KNOW	31.2	32.8	29.6	24.3	26.4	37.2	16.7	19.4	25.4	39.0

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 119

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	1520	124	171	491	630	234	60	122	300	516	279
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY (CON'T)											
	284	29	53	88	103	55	17	30	71	78	33
REFERENCE SERVICE	18.7	23.4	31.0	17.9	16.3	23.5	28.3	24.6	23.7	15.1	11.8
	4			3	1						4
CLASSES IN BASIC SKILLS	.3			.6	.2						1.4
	104	3	17	44	32	25	10	14	18	33	4
HELPFUL LIBRARIANS	6.8	2.4	9.9	9.0	5.1	10.7	16.7	11.5	6.0	6.4	1.4
CONTAINS ANY INFORMATION DESIRED	59	5	5	22	26	9		4	11	21	14
	3.9	4.0	2.9	4.5	4.1	3.8		3.3	3.7	4.1	5.0
SOURCE OF ALL KINDS OF INFORMATION	36	1	10	9	16	5			9	12	10
	2.4	.8	5.8	1.8	2.5	2.1			3.0	2.3	3.6
	24	2	1	3	18	1			1	12	10
HISTORICAL INFORMATION	1.6	1.6	.6	.6	2.9	.4			.3	2.3	3.6
	43	13	6	9	14	8	4	5	11	5	10
FICTION BOOKS	2.8	10.5	3.5	1.8	2.2	3.4	6.7	4.1	3.7	1.0	3.6
	13	4	3	2	2	3				10	
BUSINESS INFORMATION	.9	3.2	1.8	.4	.3	1.3				1.9	
	30	5	9	7	7	13	4	3	3	2	5
TAPES	2.0	4.0	5.3	1.4	1.1	5.6	6.7	2.5	1.0	.4	1.8
	16	9	4	2	1	2	1	5	3	5	
VISUAL AIDS	1.1	7.3	2.3	.4	.2	.9	1.7	4.1	1.0	1.0	
	5	2		2	1				1	4	
COLLECTIONS	.3	1.6		.4	.2				.3	.8	
	3	1		2				1	2		
RESTROOM AND SODA MACHINE	.2	.8		.4				.8	.7		
	30	4		11	12	9	7	1	8	2	3
PROGRAMS FOR CHILDREN	2.0	3.2		2.2	1.9	3.8	11.7	.8	2.7	.4	1.1
	38	2	5	9	20	9	3	2	7	11	6
GENERAL INFORMATION	2.5	1.6	2.9	1.8	3.2	3.8	5.0	1.6	2.3	2.1	2.2
	22	3	3	14	2	4	2	2	6	8	
FILMS FOR VIEWING	1.4	2.4	1.8	2.9	.3	1.7	3.3	1.6	2.0	1.6	
	112	11	18	26	51	21	5	21	12	37	16
MISCELLANEOUS	7.4	8.9	10.5	5.3	8.1	9.0	8.3	17.2	4.0	7.2	5.7
	474	26	32	140	231	54	16	29	87	184	96
DON'T KNOW	31.2	21.0	18.7	28.5	36.7	23.1	26.7	23.8	29.0	35.7	34.4

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 120

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1520	86	343	274	164	311	136	55	151				1520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY (CON'T)													
	284	19	71	51	32	45	25	1	40				284
REFERENCE SERVICE	18.7	22.1	20.7	18.6	19.5	14.5	18.4	1.8	26.5				18.7
	4		1			3							4
CLASSES IN BASIC SKILLS	.3		.3			1.0							.3
	104	4	23	16	11	20	13	3	14				104
HELPFUL LIBRARIANS	6.8	4.7	6.7	5.8	6.7	6.4	9.6	5.5	9.3				6.8
CONTAINS ANY INFORMATION DESIRED	59	2	2	16	9	11	6	1	12				59
	3.9	2.3	.6	5.8	5.5	3.5	4.4	1.8	7.9				3.9
SOURCE OF ALL KINDS OF INFORMATION	36	3	10	9	5	8	1						36
	2.4	3.5	2.9	3.3	3.0	2.6	.7						2.4
	24	3	9	5	3	2	2						24
HISTORICAL INFORMATION	1.6	3.5	2.6	1.8	1.8	.6	1.5						1.6
	43	4	7	8	5	7	6		6				43
FICTION BOOKS	2.8	4.7	2.0	2.9	3.0	2.3	4.4		4.0				2.8
	13		2	5		5			1				13
BUSINESS INFORMATION	.9		.6	1.8		1.6			.7				.9
	30	1	3	7	5	11			3				30
TAPES	2.0	1.2	.9	2.6	3.0	3.5			2.0				2.0
	16	4	3	4	1	4							16
VISUAL AIDS	1.1	4.7	.9	1.5	.6	1.3							1.1
	5		1		2	1			1				5
COLLECTIONS	.3		.3		1.2	.3			.7				.3
	3			2					1				3
RESTROOM AND SODA MACHINE	.2			.7					.7				.2
	30	1	14	7	3	2			3				30
PROGRAMS FOR CHILDREN	2.0	1.2	4.1	2.6	1.8	.6			2.0				2.0
	38	3	3	4	7	8	3		10				38
GENERAL INFORMATION	2.5	3.5	.9	1.5	4.3	2.6	2.2		6.6				2.5
	22	2	6	9		3			2				22
FILMS FOR VIEWING	1.4	2.3	1.7	3.3		1.0			1.3				1.4
	112	5	26	30	11	18	6	1	15				112
MISCELLANEOUS	7.4	5.8	7.6	10.9	6.7	5.8	4.4	1.8	9.9				7.4
	474	24	87	84	34	114	59	39	33				474
DON'T KNOW	31.2	27.9	25.4	30.7	20.7	36.7	43.4	70.9	21.9				31.2

SERVICES WOULD EXPECT TO FIND IN A TYPICAL PUBLIC LIBRARY (CONTINUED)
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 121

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1520	427	396	464	233	121	983	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES WOULD EXPECT TO FIND IN A PUBLIC LIBRARY (CON'T)								
	284	40	61	90	93	31	220	33
REFERENCE SERVICE	18.7	9.4	15.4	19.4	39.9	25.6	22.4	7.9
	4			3	1		1	3
CLASSES IN BASIC SKILLS	.3			.6	.4		.1	.7
	104	24	23	39	18	11	70	23
HELPFUL LIBRARIANS	6.8	5.6	5.8	8.4	7.7	9.1	7.1	5.5
CONTAINS ANY INFORMATION DESIRED	59	24	6	18	11	5	42	12
	3.9	5.6	1.5	3.9	4.7	4.1	4.3	2.9
SOURCE OF ALL KINDS OF INFORMATION	36	10	12	10	4	5	23	8
	2.4	2.3	3.0	2.2	1.7	4.1	2.3	1.9
	24	8	9	6	1	1	14	9
HISTORICAL INFORMATION	1.6	1.9	2.3	1.3	.4	.8	1.4	2.2
	43	4	3	14	22	9	29	5
FICTION BOOKS	2.8	.9	.8	3.0	9.4	7.4	3.0	1.2
	13	5	5	3		1	5	7
BUSINESS INFORMATION	.9	1.2	1.3	.6		.8	.5	1.7
	30	9	1	11	9	1	25	4
TAPES	2.0	2.1	.3	2.4	3.9	.8	2.5	1.0
	16	1	1	5	9	5	9	2
VISUAL AIDS	1.1	.2	.3	1.1	3.9	4.1	.9	.5
	5		1	3	1		4	1
COLLECTIONS	.3		.3	.6	.4		.4	.2
	3			1	2		3	
RESTROOM AND SODA MACHINE	.2			.2	.9		.3	
	30	5	4	9	12	2	21	7
PROGRAMS FOR CHILDREN	2.0	1.2	1.0	1.9	5.2	1.7	2.1	1.7
	38	7	11	14	6	1	32	5
GENERAL INFORMATION	2.5	1.6	2.8	3.0	2.6	.8	3.3	1.2
	22	3	7	8	4	1	17	4
FILMS FOR VIEWING	1.4	.7	1.8	1.7	1.7	.8	1.7	1.0
	112	15	36	34	27	19	80	13
MISCELLANEOUS	7.4	3.5	9.1	7.3	11.6	15.7	8.1	3.1
	474	170	154	113	37	36	282	156
DON'T KNOW	31.2	39.8	38.9	24.4	15.9	29.8	28.7	37.5

SERVICES THAT MIGHT CONVINCE THE NON-USER TO USE THE LIBRARY MORE OFTEN
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 122

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	1520	743	777	419	352	747	42	180	547	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES										
BOOK LOANS	458	198	260	137	124	196	11	63	190	193
	30.1	26.6	33.5	32.7	35.2	26.2	26.2	35.0	34.7	25.8
MUSIC LISTENING AREAS	209	79	130	95	43	70	14	33	81	80
	13.8	10.6	16.7	22.7	12.2	9.4	33.3	18.3	14.8	10.7
READING AREAS	268	122	146	87	81	100	8	42	107	111
	17.6	16.4	18.8	20.8	23.0	13.4	19.0	23.3	19.6	14.8
MAGAZINES/NEWSPAPERS	344	170	174	116	84	143	12	56	118	157
	22.6	22.9	22.4	27.7	23.9	19.1	28.6	31.1	21.6	21.0
MICROFILM	227	112	115	98	67	62	11	52	96	68
	14.9	15.1	14.8	23.4	19.0	8.3	26.2	28.9	17.6	9.1
PHONOGRAPH RECORD LOANS	165	79	86	67	43	54	8	27	84	46
	10.9	10.6	11.1	16.0	12.2	7.2	19.0	15.0	15.4	6.1
FOREIGN LANGUAGE TAPES	138	53	85	52	41	45	6	28	62	42
	9.1	7.1	10.9	12.4	11.6	6.0	14.3	15.6	11.3	5.6
ART/PAINTING/POSTER LOANS	125	43	82	55	25	45	6	23	44	52
	8.2	5.8	10.6	13.1	7.1	6.0	14.3	12.8	8.0	6.9
BOOKS FOR THE VISUALLY OR PHYSICALLY HANDICAPPED	169	70	99	53	42	73	2	20	60	86
	11.1	9.4	12.7	12.6	11.9	9.8	4.8	11.1	11.0	11.5
STORYTIME PERIODS	249	73	176	123	60	66	2	37	100	110
	16.4	9.8	22.7	29.4	17.0	8.8	4.8	20.6	18.3	14.7
BOOK CLUB GROUPS	100	25	75	36	31	33	1	22	38	39
	6.6	3.4	9.7	8.6	8.8	4.4	2.4	12.2	6.9	5.2
INTER-LIBRARY LOAN SERVICE	79	35	44	34	30	15	4	25	30	20
	5.2	4.7	5.7	8.1	8.5	2.0	9.5	13.9	5.5	2.7
MOVIES (BORROWED)	248	115	133	131	52	65	14	33	106	95
	16.3	15.5	17.1	31.3	14.8	8.7	33.3	18.3	19.4	12.7
READING CLASSES	154	65	89	69	47	38	8	25	67	54
	10.1	8.7	11.5	16.5	13.4	5.1	19.0	13.9	12.2	7.2
PUBLIC MEETING ROOMS	115	60	55	47	30	38	5	17	42	51
	7.6	8.1	7.1	11.2	8.5	5.1	11.9	9.4	7.7	6.8
COPYING EQUIPMENT	243	118	125	110	72	61	16	61	117	49
	16.0	15.9	16.1	26.3	20.5	8.2	38.1	33.9	21.4	6.5
ADULT, INDEPENDENT LEARNING	116	47	69	45	45	26	2	29	54	31
	7.6	6.3	8.9	10.7	12.8	3.5	4.8	16.1	9.9	4.1
REFERENCE SERVICE	356	190	166	125	92	139	18	81	151	106
	23.4	25.6	21.4	29.8	26.1	18.6	42.9	45.0	27.6	14.2
CLASSES IN BASIC SKILLS	337	104	233	120	83	134	6	43	151	137
	22.2	14.0	30.0	28.6	23.6	17.9	14.3	23.9	27.6	18.3
NONE	382	214	168	57	76	249	1	34	114	233
	25.1	28.8	21.6	13.6	21.6	33.3	2.4	18.9	20.8	31.1
DON'T KNOW	74	40	34	21	7	46	7	8	15	43
	4.9	5.4	4.4	5.0	2.0	6.2	16.7	4.4	2.7	5.7

SERVICES THAT MIGHT CONVINCE THE NON-USER TO USE THE LIBRARY MORE OFTEN
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 123

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	1520	124	171	491	630	234	60	122	300	516	279
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES											
	458	31	64	135	183	90	21	26	106	143	67
BOOK LOANS	30.1	25.0	37.4	27.5	29.0	38.5	35.0	21.3	35.3	27.7	24.0
	209	19	35	71	67	41	21	33	42	33	38
MUSIC LISTENING AREAS	13.8	15.3	20.5	14.5	10.6	17.5	35.0	27.0	14.0	6.4	13.6
	268	20	24	109	91	46	22	19	62	78	41
READING AREAS	17.6	16.1	14.0	22.2	14.4	19.7	36.7	15.6	20.7	15.1	14.7
	344	26	36	127	134	67	20	29	60	121	46
MAGAZINES/NEWSPAPERS	22.6	21.0	21.1	25.9	21.3	28.6	33.3	23.8	20.0	23.4	16.5
	227	34	36	69	71	59	17	22	52	50	27
MICROFILM	14.9	27.4	21.1	14.1	11.3	25.2	28.3	18.0	17.3	9.7	9.7
	165	18	16	52	62	32	8	27	40	43	14
PHONOGRAPH RECORD LOANS	10.9	14.5	9.4	10.6	9.8	13.7	13.3	22.1	13.3	8.3	5.0
	138	14	22	52	40	28	8	16	35	31	20
FOREIGN LANGUAGE TAPES	9.1	11.3	12.9	10.6	6.3	12.0	13.3	13.1	11.7	6.0	7.2
	125	15	14	42	47	27	14	14	22	37	11
ART/PAINTING/POSTER LOANS	8.2	12.1	8.2	8.6	7.5	11.5	23.3	11.5	7.3	7.2	3.9
BOOKS FOR THE VISUALLY OR PHYSICALLY HANDICAPPED	169	3	21	57	66	34	8	11	41	41	33
	11.1	2.4	12.3	11.6	10.5	14.5	13.3	9.0	13.7	7.9	11.8
	249	7	32	90	99	87	8	28	55	40	31
STORYTIME PERIODS	16.4	5.6	18.7	18.3	15.7	37.2	13.3	23.0	18.3	7.8	11.1
	100	6	17	30	43	18	8	10	23	26	15
BOOK CLUB GROUPS	6.6	4.8	9.9	6.1	6.8	7.7	13.3	8.2	7.7	5.0	5.4
	79	16	14	15	23	20	2	12	22	16	7
INTER-LIBRARY LOAN SERVICE	5.2	12.9	8.2	3.1	3.7	8.5	3.3	9.8	7.3	3.1	2.5
	248	20	43	84	91	79	21	31	41	52	24
MOVIES (BORROWED)	16.3	16.1	25.1	17.1	14.4	33.8	35.0	25.4	13.7	10.1	8.6
	154	11	16	58	58	48	9	12	36	28	21
READING CLASSES	10.1	8.9	9.4	11.8	8.7	20.5	15.0	9.8	12.0	5.4	7.5
	115	9	13	38	47	28	9	7	20	29	19
PUBLIC MEETING ROOMS	7.6	7.3	7.6	7.7	7.5	12.0	15.0	5.7	6.7	5.6	6.8
	243	40	39	72	73	53	25	29	58	57	18
COPYING EQUIPMENT	16.0	32.3	22.8	14.7	11.6	22.6	41.7	23.8	19.3	11.0	6.5
	116	10	15	43	38	31	8	3	24	30	17
ADULT, INDEPENDENT LEARNING	7.6	8.1	8.8	8.8	6.0	13.2	13.3	2.5	8.0	5.8	6.1
	356	45	54	119	120	65	23	34	75	120	36
REFERENCE SERVICE	23.4	36.3	31.6	24.2	19.0	27.8	38.3	27.9	25.0	23.3	12.9
	337	14	61	101	140	66	19	32	65	100	52
CLASSES IN BASIC SKILLS	22.2	11.3	35.7	20.6	22.2	28.2	31.7	26.2	21.7	19.4	18.6
	382	25	29	118	186	34	9	14	79	159	87
NONE	25.1	20.2	17.0	24.0	29.5	14.5	15.0	11.5	26.3	30.8	31.2
	74	6	10	23	28	3	3	15	12	27	14
DON'T KNOW	4.9	4.8	5.8	4.7	4.4	1.3	5.0	12.3	4.0	5.2	5.0

SERVICES THAT MIGHT CONVINCE THE NON-USER TO USE THE LIBRARY MORE OFTEN
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 124

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	1520	86	343	274	164	311	136	55	151				1520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				100.0
SERVICES													
	458	24	104	64	47	98	41	20	60				458
BOOK LOANS	30.1	27.9	30.3	23.4	28.7	31.5	30.1	36.4	39.7				30.1
	209	15	45	29	18	37	29	13	23				209
MUSIC LISTENING AREAS	13.8	17.4	13.1	10.6	11.0	11.9	21.3	23.6	15.2				13.8
	268	11	69	34	25	61	24	11	33				268
READING AREAS	17.6	12.8	20.1	12.4	15.2	19.6	17.6	20.0	21.9				17.6
	344	25	82	35	40	61	29	21	51				344
MAGAZINES/NEWSPAPERS	22.6	29.1	23.9	12.8	24.4	19.6	21.3	38.2	33.8				22.6
	227	14	53	44	12	42	19	12	31				227
MICROFILM	14.9	16.3	15.5	16.1	7.3	13.5	14.0	21.8	20.5				14.9
	165	9	43	21	22	26	22	4	18				165
PHONOGRAPH RECORD LOANS	10.9	10.5	12.5	7.7	13.4	8.4	16.2	7.3	11.9				10.9
	138	9	27	14	13	20	23	3	29				138
FOREIGN LANGUAGE TAPES	9.1	10.5	7.9	5.1	7.9	6.4	16.9	5.5	19.2				9.1
	125	1	28	17	11	25	17	8	18				125
ART/PAINTING/POSTER LOANS	8.2	1.2	8.2	6.2	6.7	8.0	12.5	14.5	11.9				8.2
BOOKS FOR THE VISUALLY	169	13	28	25	11	31	32	12	17				169
OR PHYSICALLY HANDICAPPED	11.1	15.1	8.2	9.1	6.7	10.0	23.5	21.8	11.3				11.1
	249	7	60	38	24	51	28	13	28				249
STORYTIME PERIODS	16.4	8.1	17.5	13.9	14.6	16.4	20.6	23.6	18.5				16.4
	100	8	25	9	11	21	13	6	7				100
BOOK CLUB GROUPS	6.6	9.3	7.3	3.3	6.7	6.8	9.6	10.9	4.6				6.6
	79	3	16	10	9	18	7	4	12				79
INTER-LIBRARY LOAN SERVICE	5.2	3.5	4.7	3.6	5.5	5.8	5.1	7.3	7.9				5.2
	248	16	54	47	26	56	24	2	23				248
MOVIES (BORROWED)	16.3	18.6	15.7	17.2	15.9	18.0	17.6	3.6	15.2				16.3
	154	10	37	25	11	30	12	8	21				154
READING CLASSES	10.1	11.6	10.8	9.1	6.7	9.6	8.8	14.5	13.9				10.1
	115	2	23	19	14	32	12	8	5				115
PUBLIC MEETING ROOMS	7.6	2.3	6.7	6.9	8.5	10.3	8.8	14.5	3.3				7.6
	243	12	46	35	35	41	22	17	35				243
COPYING EQUIPMENT	16.0	14.0	13.4	12.8	21.3	13.2	16.2	30.9	23.2				16.0
	116	6	22	17	14	30	19	2	6				116
ADULT, INDEPENDENT LEARNING	7.6	7.0	6.4	6.2	8.5	9.6	14.0	3.6	4.0				7.6
	356	13	74	74	37	59	38	7	54				356
REFERENCE SERVICE	23.4	15.1	21.6	27.0	22.6	19.0	27.9	12.7	35.8				23.4
	337	12	61	77	46	58	32	7	34				337
CLASSES IN BASIC SKILLS	22.2	14.0	17.8	28.1	28.0	18.6	23.5	30.9	22.5				22.2
	382	15	91	57	43	96	31	17	32				382
NONE	25.1	17.4	26.5	20.8	26.2	30.9	22.8	30.9	21.2				25.1
	74	6	16	16	7	19	5	3	2				74
DON'T KNOW	4.9	7.0	4.7	5.8	4.3	6.1	3.7	5.5	1.3				4.9

SERVICES THAT MIGHT CONVINCE THE NON-USER TO USE THE LIBRARY MORE OFTEN
BASED ON THOSE WHO HAVE NOT USED THE PUBLIC LIBRARY IN THE PAST TWO YEARS

TABLE 125

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	1520	427	396	464	233	121	983	416
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SERVICES								
	458	113	96	158	91	47	296	115
BOOK LOANS	30.1	26.5	24.2	34.1	39.1	38.8	30.1	27.6
	209	53	37	71	48	19	152	38
MUSIC LISTENING AREAS	13.8	12.4	9.3	15.3	20.6	15.7	15.5	9.1
	268	49	46	121	52	25	189	54
READING AREAS	17.6	11.5	11.6	26.1	22.3	20.7	19.2	13.0
	344	66	59	155	64	32	250	62
MAGAZINES/NEWSPAPERS	22.6	15.5	14.9	33.4	27.5	26.4	25.4	14.9
	227	42	41	78	56	40	170	17
MICROFILM	14.9	9.8	10.4	16.8	28.3	33.1	17.3	4.1
	165	40	33	52	40	20	111	34
PHONOGRAPH RECORD LOANS	10.9	9.4	8.3	11.2	17.2	16.5	11.3	8.2
	138	39	30	35	34	23	92	23
FOREIGN LANGUAGE TAPES	9.1	9.1	7.6	7.5	14.5	19.0	9.4	5.5
	125	29	28	40	28	23	88	14
ART/PAINTING/POSTER LOANS	8.2	6.8	7.1	8.6	12.0	19.0	9.0	3.4
BOOKS FOR THE VISUALLY	169	44	38	59	28	23	112	34
OR PHYSICALLY HANDICAPPED	11.1	10.3	9.6	12.7	12.0	19.0	11.4	8.2
	249	50	42	107	50	31	172	46
STORYTIME PERIODS	16.4	11.7	10.6	23.1	21.5	25.6	17.5	11.1
	100	18	10	47	25	21	66	13
BOOK CLUB GROUPS	6.6	4.2	2.5	10.1	10.7	17.4	6.7	3.1
	79	18	12	17	32	18	59	2
INTER-LIBRARY LOAN SERVICE	5.2	4.2	3.0	3.7	13.7	14.9	6.0	.5
	248	52	34	111	51	28	173	47
MOVIES (BORROWED)	16.3	12.2	8.6	23.9	21.9	23.1	17.6	11.3
	154	32	30	57	35	14	120	20
READING CLASSES	10.1	7.5	7.6	12.3	15.0	11.6	12.2	4.8
	115	29	25	44	17	16	67	32
PUBLIC MEETING ROOMS	7.6	6.8	6.3	9.5	7.3	13.2	6.8	7.7
	243	50	38	91	64	38	180	25
COPYING EQUIPMENT	16.0	11.7	9.6	19.6	27.5	31.4	18.3	6.0
	116	27	21	39	29	16	85	15
ADULT, INDEPENDENT LEARNING	7.6	6.3	5.3	8.4	12.4	13.2	8.6	3.6
	356	77	81	112	86	46	272	38
REFERENCE SERVICE	23.4	18.0	20.5	24.1	36.9	38.0	27.7	9.1
	337	71	73	116	77	25	270	42
CLASSES IN BASIC SKILLS	22.2	16.6	18.4	25.0	33.0	20.7	27.5	10.1
	382	128	138	86	30	15	197	170
NONE	25.1	30.0	34.8	18.5	12.9	12.4	20.0	40.9
	74	28	16	18	12	11	52	11
DON'T KNOW	4.9	6.6	4.0	3.9	5.2	9.1	5.3	2.6

NUMBER OF CHILDREN BETWEEN 5-12 YEARS OLD IN HOUSEHOLD
BASED ON TOTAL SAMPLE

TABLE 126

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN										
NONE	1967	949	1018	649	342	965	137	413	690	723
	72.2	73.1	71.3	66.2	49.9	92.0	74.5	74.8	69.8	72.4
ONE	341	151	190	135	164	42	26	64	132	119
	12.5	11.6	13.3	13.8	23.9	4.0	14.1	11.6	13.4	11.9
TWO	230	98	132	115	98	17	13	38	107	72
	8.4	7.6	9.2	11.7	14.3	1.6	7.1	6.9	10.8	7.2
THREE	96	47	49	40	55	1	4	28	25	39
	3.5	3.6	3.4	4.1	8.0	.1	2.2	5.1	2.5	3.9
FOUR	37	24	13	23	14			3	18	16
	1.4	1.8	.9	2.3	2.0			.5	1.8	1.6
FIVE	3	2	1		3				1	2
	.1	.2	.1		.4				.1	.2
SIX										
SEVEN										
EIGHT										
NINE										
TEN OR MORE										
UNDESIGNATED	52	27	25	18	10	24	4	6	15	27
	1.9	2.1	1.8	1.8	1.5	2.3	2.2	1.1	1.5	2.7

NUMBER OF CHILDREN BETWEEN 5-12 YEARS OLD IN HOUSEHOLD
BASED ON TOTAL SAMPLE

TABLE 127

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN											
NONE	1967	261	253	507	777	199	148	294	223	692	380
	72.2	74.1	74.2	64.3	78.6	43.4	100.0	81.0	37.2	97.9	92.5
ONE	341	48	48	109	87	105		29	181	1	18
	12.5	13.6	14.1	13.8	8.8	22.9		8.0	30.2	.1	4.4
TWO	230	20	30	94	67	98		17	103	1	11
	8.4	5.7	8.8	11.9	6.8	21.4		4.7	17.2	.1	2.7
THREE	96	20	8	33	27	28		11	55		1
	3.5	5.7	2.3	4.2	2.7	6.1		3.0	9.2		.2
FOUR	37	1	2	25	6	19		4	14		
	1.4	.3	.6	3.2	.6	4.1		1.1	2.3		
FIVE	3			2	1				3		
	.1			.3	.1				.5		
SIX											
SEVEN											
EIGHT											
NINE											
TEN OR MORE											
UNDESIGNATED	52	2		19	24	10		8	20	13	1
	1.9	.6		2.4	2.4	2.2		2.2	3.3	1.8	.2

NUMBER OF CHILDREN BETWEEN 5-12 YEARS OLD IN HOUSEHOLD
BASED ON TOTAL SAMPLE

TABLE 128

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN													
NONE	1967	115	399	345	203	379	152	87	287	216	249	362	1140
	72.2	70.1	70.5	70.4	72.5	71.1	71.4	80.6	77.2	72.0	64.0	70.8	74.7
ONE	341	26	89	61	30	76	28	6	25	45	69	68	159
	12.5	15.9	15.7	12.4	10.7	14.3	13.1	5.6	6.7	15.0	17.7	13.3	10.4
TWO	230	13	50	53	13	54	12	8	27	22	39	47	122
	8.4	7.9	8.8	10.8	4.6	10.1	5.6	7.4	7.3	7.3	10.0	9.2	8.0
THREE	96	8	9	25	12	12	5	7	18	11	18	20	47
	3.5	4.9	1.6	5.1	4.3	2.3	2.3	6.5	4.8	3.7	4.6	3.9	3.1
FOUR	37	2	7	2	2	7	11		6	1	5	5	26
	1.4	1.2	1.2	.4	.7	1.3	5.2		1.6	.3	1.3	1.0	1.7
FIVE	3		1		2								3
	.1		.2		.7								.2
SIX													
SEVEN													
EIGHT													
NINE													
TEN OR MORE													
UNDESIGNATED	52		11	4	18	5	5		9	5	9	9	29
	1.9		1.9	.8	6.4	.9	2.3		2.4	1.7	2.3	1.8	1.9

NUMBER OF CHILDREN BETWEEN 5-12 YEARS OLD IN HOUSEHOLD
BASED ON TOTAL SAMPLE

TABLE 129

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN								
NONE	1967	425	391	593	558	212	1410	345
	72.2	72.4	75.8	70.1	71.8	68.2	72.0	75.7
ONE	341	61	44	126	110	39	257	45
	12.5	10.4	8.5	14.9	14.2	12.5	13.1	9.9
TWO	230	56	46	67	61	34	161	35
	8.4	9.5	8.9	7.9	7.9	10.9	8.2	7.7
THREE	96	13	19	35	29	20	62	14
	3.5	2.2	3.7	4.1	3.7	6.4	3.2	3.1
FOUR	37	18	5	11	3	2	31	4
	1.4	3.1	1.0	1.3	.4	.6	1.6	.9
FIVE	3	2	1				1	2
	.1	.3	.2				.1	.4
SIX								
SEVEN								
EIGHT								
NINE								
TEN OR MORE								
UNDESIGNATED	52	12	10	14	16	4	37	11
	1.9	2.0	1.9	1.7	2.1	1.3	1.9	2.4

AGE AND SEX OF CHILD BETWEEN 5-12 YEARS OLD
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 130

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	707	322	385	313	334	60	43	133	283	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOYS										
5 YEARS	41	16	25	25	16			12	13	16
	5.8	5.0	6.5	8.0	4.8			9.0	4.6	6.5
6 YEARS	43	27	16	32	11		2	5	20	16
	6.1	8.4	4.2	10.2	3.3		4.7	3.8	7.1	6.5
7 YEARS	37	23	14	21	15	1	6	2	19	10
	5.2	7.1	3.6	6.7	4.5	1.7	14.0	1.5	6.7	4.0
8 YEARS	35	18	17	13	19	3		9	8	18
	5.0	5.6	4.4	4.2	5.7	5.0		6.8	2.8	7.3
9 YEARS	25	13	12	15	3	7	1	1	12	11
	3.5	4.0	3.1	4.8	.9	11.7	2.3	.8	4.2	4.4
10 YEARS	47	23	24	11	31	5	1	6	22	18
	6.6	7.1	6.2	3.5	9.3	8.3	2.3	4.5	7.8	7.3
11 YEARS	51	18	33	4	43	4		13	15	23
	7.2	5.6	8.6	1.3	12.9	6.7		9.8	5.3	9.3
12 YEARS	52	24	28	18	25	9	3	11	13	25
	7.4	7.5	7.3	5.8	7.5	15.0	7.0	8.3	4.6	10.1
GIRLS										
5 YEARS	36	9	27	24	8	4		5	24	7
	5.1	2.8	7.0	7.7	2.4	6.7		3.8	8.5	2.8
6 YEARS	50	15	35	32	17	1	5	16	17	12
	7.1	4.7	9.1	10.2	5.1	1.7	11.6	12.0	6.0	4.8
7 YEARS	37	14	23	24	13		2	8	9	18
	5.2	4.3	6.0	7.7	3.9		4.7	6.0	3.2	7.3
8 YEARS	33	15	18	24	8	1	3	3	20	7
	4.7	4.7	4.7	7.7	2.4	1.7	7.0	2.3	7.1	2.8
9 YEARS	23	16	7	14	9		7	7	7	2
	3.3	5.0	1.8	4.5	2.7		16.3	5.3	2.5	.8
10 YEARS	45	20	25	9	33	3	2	7	20	16
	6.4	6.2	6.5	2.9	9.9	5.0	4.7	5.3	7.1	6.5
11 YEARS	49	21	28	17	25	7	4	11	19	15
	6.9	6.5	7.3	5.4	7.5	11.7	9.3	8.3	6.7	6.0
12 YEARS	53	26	27	12	35	6	7	11	23	12
	7.5	8.1	7.0	3.8	10.5	10.0	16.3	8.3	8.1	4.8

AGE AND SEX OF CHILD BETWEEN 5-12 YEARS OLD
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 131

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	707	89	88	263	188	250		61	356	2	30
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
BOYS											
	41	4	3	10	19	19		6	12		4
5 YEARS	5.8	4.5	3.4	3.8	10.1	7.6		9.8	3.4		13.3
	43	2	5	21	12	31		1	11		
6 YEARS	6.1	2.2	5.7	8.0	6.4	12.4		1.6	3.1		
	37	2	8	22	4	14		7	13		3
7 YEARS	5.2	2.2	9.1	8.4	2.1	5.6		11.5	3.7		10.0
	35	3	3	12	12	9		4	17		5
8 YEARS	5.0	3.4	3.4	4.6	6.4	3.6		6.6	4.8		16.7
	25	3	4	6	4	10		5	6		4
9 YEARS	3.5	3.4	4.5	2.3	2.1	4.0		8.2	1.7		13.3
	47	4	5	14	14	11			32	2	1
10 YEARS	6.6	4.5	5.7	5.3	7.4	4.4			9.0	100.0	3.3
	51	4	9	19	14	4			45		2
11 YEARS	7.2	4.5	10.2	7.2	7.4	1.6			12.6		6.7
	52	8	5	20	16	11		7	31		3
12 YEARS	7.4	9.0	5.7	7.6	8.5	4.4		11.5	8.7		10.0
GIRLS											
	36	8	6	7	15	24			12		
5 YEARS	5.1	9.0	6.8	2.7	8.0	9.6			3.4		
	50	7	1	14	11	28		4	13		
6 YEARS	7.1	7.9	1.1	5.3	5.9	11.2		6.6	3.7		
	37	8	1	17	11	23			13		
7 YEARS	5.2	9.0	1.1	6.5	5.9	9.2			3.7		
	33	3	3	17	9	22		2	9		
8 YEARS	4.7	3.4	3.4	6.5	4.8	8.8		3.3	2.5		
	23	6	7	2	6	4		10	9		
9 YEARS	3.3	6.7	8.0	.8	3.2	1.6		16.4	2.5		
	45	5	6	23	7	6		3	32		4
10 YEARS	6.4	5.6	6.8	8.7	3.7	2.4		4.9	9.0		13.3
	49	8	9	19	10	15		2	30		2
11 YEARS	6.9	9.0	10.2	7.2	5.3	6.0		3.3	8.4		6.7
	53	10	6	23	8	5		6	39		2
12 YEARS	7.5	11.2	6.8	8.7	4.3	2.0		9.8	11.0		6.7

AGE AND SEX OF CHILD BETWEEN 5-12 YEARS OLD
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 132

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	707	49	156	141	59	149	56	21	76	79	131	140	357
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOYS													
	41	1	14	4	7	3		4	8	5	7	5	24
5 YEARS	5.8	2.0	9.0	2.8	11.9	2.0		19.0	10.5	6.3	5.3	3.6	6.7
	43	2	10	6	2	16	5		2	3	2	9	29
6 YEARS	6.1	4.1	6.4	4.3	3.4	10.7	8.9		2.6	3.8	1.5	6.4	8.1
	37	6	3	17	1	3	5		2	10	2	2	23
7 YEARS	5.2	12.2	1.9	12.1	1.7	2.0	8.9		2.6	12.7	1.5	1.4	6.4
	35		10	10	4	4			7		5	4	26
8 YEARS	5.0		6.4	7.1	6.8	2.7			9.2		3.8	2.9	7.3
	25	6	5	1	7	6				2	10	3	10
9 YEARS	3.5	12.2	3.2	.7	11.9	4.0				2.5	7.6	2.1	2.8
	47	1	11	7	4	14	3	2	5	2	5	18	22
10 YEARS	6.6	2.0	7.1	5.0	6.8	9.4	5.4	9.5	6.6	2.5	3.8	12.9	6.2
	51	8	10	10	1	10	4	2	6	4	6	18	23
11 YEARS	7.2	16.3	6.4	7.1	1.7	6.7	7.1	9.5	7.9	5.1	4.6	12.9	6.4
	52	2	10	13	4	8	7	1	7	9	17	8	18
12 YEARS	7.4	4.1	6.4	9.2	6.8	5.4	12.5	4.8	9.2	11.4	13.0	5.7	5.0
GIRLS													
	36	6	8	5	1	5	9	1	1	2	3	11	20
5 YEARS	5.1	12.2	5.1	3.5	1.7	3.4	16.1	4.8	1.3	2.5	2.3	7.9	5.6
	50	1	9	4	2	14	6	4	10	6	11	3	30
6 YEARS	7.1	2.0	5.8	2.8	3.4	9.4	10.7	19.0	13.2	7.6	8.4	2.1	8.4
	37	3	15	9	4	2			4	5	9	9	14
7 YEARS	5.2	6.1	9.6	6.4	6.8	1.3			5.3	6.3	6.9	6.4	3.9
	33		4	15	1	8		1	4	5	6	8	14
8 YEARS	4.7		2.6	10.6	1.7	5.4		4.8	5.3	6.3	4.6	5.7	3.9
	23	3	2	4	4	7		2	1	4	12	4	3
9 YEARS	3.3	6.1	1.3	2.8	6.8	4.7		9.5	1.3	5.1	9.2	2.9	.8
	45	2	6	9	1	18	3	1	5	8	13	12	12
10 YEARS	6.4	4.1	3.8	6.4	1.7	12.1	5.4	4.8	6.6	10.1	9.9	8.6	3.4
	49		13	9	6	11	3		7	5	11	6	27
11 YEARS	6.9		8.3	6.4	10.2	7.4	5.4		9.2	6.3	8.4	4.3	7.6
	53	8	10	14	4	6	4	2	5	5	10	10	28
12 YEARS	7.5	16.3	6.4	9.9	6.8	4.0	7.1	9.5	6.6	6.3	7.6	7.1	7.8

AGE AND SEX OF CHILD BETWEEN 5-12 YEARS OLD
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 133

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	707	150	115	239	203	95	512	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOYS								
	41	8	8	18	7	2	37	2
5 YEARS	5.8	5.3	7.0	7.5	3.4	2.1	7.2	2.0
	43	10	5	22	6	4	25	14
6 YEARS	6.1	6.7	4.3	9.2	3.0	4.2	4.9	14.0
	37	10	12	6	9	11	21	5
7 YEARS	5.2	6.7	10.4	2.5	4.4	11.6	4.1	5.0
	35	11	4	14	6	1	23	11
8 YEARS	5.0	7.3	3.5	5.9	3.0	1.1	4.5	11.0
	25	8	1	8	8	3	20	2
9 YEARS	3.5	5.3	.9	3.3	3.9	3.2	3.9	2.0
	47	10	7	16	14	9	26	12
10 YEARS	6.6	6.7	6.1	6.7	6.9	9.5	5.1	12.0
	51	11	9	15	16	6	42	3
11 YEARS	7.2	7.3	7.8	6.3	7.9	6.3	8.2	3.0
	52	10	9	18	15	2	45	5
12 YEARS	7.4	6.7	7.8	7.5	7.4	2.1	8.8	5.0
GIRLS								
	36	9	4	12	11	4	32	
5 YEARS	5.1	6.0	3.5	5.0	5.4	4.2	6.3	
	50	12	9	17	12	9	33	8
6 YEARS	7.1	8.0	7.8	7.1	5.9	9.5	6.4	8.0
	37	6	8	11	12	7	28	2
7 YEARS	5.2	4.0	7.0	4.6	5.9	7.4	5.5	2.0
	33	5	5	12	11	4	25	4
8 YEARS	4.7	3.3	4.3	5.0	5.4	4.2	4.9	4.0
	23	1	2	13	7	6	17	
9 YEARS	3.3	.7	1.7	5.4	3.4	6.3	3.3	
	45	6	3	22	14	5	36	4
10 YEARS	6.4	4.0	2.6	9.2	6.9	5.3	7.0	4.0
	49	8	17	10	14	8	27	14
11 YEARS	6.9	5.3	14.8	4.2	6.9	8.4	5.3	14.0
	53	10	3	11	29	6	42	5
12 YEARS	7.5	6.7	2.6	4.6	14.3	6.3	8.2	5.0

HAS CHILD USED PUBLIC LIBRARY
HOW MUCH ENCOURAGEMENT IS CHILD GIVEN TO USE PUBLIC LIBRARY
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 134

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	707	322	385	313	334	60	43	133	283	248
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HAS CHILD USED LIBRARY										
YES	382	161	221	155	191	36	32	95	146	109
	54.0	50.0	57.4	49.5	57.2	60.0	74.4	71.4	51.6	44.0
NO	295	150	145	145	127	23	8	38	125	124
	41.7	46.6	37.7	46.3	38.0	38.3	18.6	28.6	44.2	50.0
DON'T KNOW	30	11	19	13	16	1	3		12	15
	4.2	3.4	4.9	4.2	4.8	1.7	7.0		4.2	6.0
ENCOURAGED TO USE LIBRARY										
A GREAT DEAL	185	92	93	58	98	29	19	47	57	62
	26.2	28.6	24.2	18.5	29.3	48.3	44.2	35.3	20.1	25.0
SOMEWHAT	201	82	119	97	95	9	14	50	88	49
	28.4	25.5	30.9	31.0	28.4	15.0	32.6	37.6	31.1	19.8
NOT TOO MUCH	303	141	162	148	133	22	10	34	135	124
	42.9	43.8	42.1	47.3	39.8	36.7	23.3	25.6	47.7	50.0
DON'T KNOW	18	7	11	10	8			2	3	13
	2.5	2.2	2.9	3.2	2.4			1.5	1.1	5.2

HAS CHILD USED PUBLIC LIBRARY
HOW MUCH ENCOURAGEMENT IS CHILD GIVEN TO USE PUPLIC LIPRARY
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 135

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	707	89	88	263	188	250	61	356	2	30	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
HAS CHILD USED LIBRARY											
YES	382	58	60	128	94	118	36	212	2	13	
	54.0	65.2	68.2	48.7	50.0	47.2	59.0	59.6	100.0	43.3	
NO	295	28	24	124	84	122	22	128		16	
	41.7	31.5	27.3	47.1	44.7	48.8	36.1	36.0		53.3	
DON'T KNOW	30	3	4	11	10	10	3	16		1	
	4.2	3.4	4.5	4.2	5.3	4.0	4.9	4.5		3.3	
ENCOURAGED TO USE LIBRARY											
A GREAT DEAL	185	33	19	72	44	46	12	117	1	8	
	26.2	37.1	21.6	27.4	23.4	18.4	19.7	32.9	50.0	26.7	
SOMEWHAT	201	22	39	69	44	74	22	93		10	
	28.4	24.7	44.3	26.2	23.4	29.6	36.1	26.1		33.3	
NOT TOO MUCH	303	33	26	113	97	122	25	139	1	11	
	42.9	37.1	29.5	43.0	51.6	48.8	41.0	39.0	50.0	36.7	
DON'T KNOW	18	1	4	9	3	8	2	7		1	
	2.5	1.1	4.5	3.4	1.6	3.2	3.3	2.0		3.3	

HAS CHILD USED PUBLIC LIBRARY
HOW MUCH ENCOURAGEMENT IS CHILD GIVEN TO USE PUBLIC LIBRARY
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 136

		REGION								USE OF PUBLIC LIBRARIES			
	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH-EAST	SOUTH-WEST	ROCKY MOUNT-AIN	PACI-FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	707	49	156	141	59	149	56	21	76	79	131	140	357
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HAS CHILD USED LIBRARY													
YES	382	31	81	70	43	68	25	16	48	73	94	79	136
	54.0	63.3	51.9	49.6	72.9	45.6	44.6	76.2	63.2	92.4	71.8	56.4	38.1
NO	295	15	70	70	15	70	27	4	24	6	32	54	203
	41.7	30.6	44.9	49.6	25.4	47.0	48.2	19.0	31.6	7.6	24.4	38.6	56.9
DON'T KNOW	30	3	5	1	1	11	4	1	4		5	7	18
	4.2	6.1	3.2	.7	1.7	7.4	7.1	4.8	5.3		3.8	5.0	5.0
ENCOURAGED TO USE LIBRARY													
A GREAT DEAL	185	8	40	26	19	35	15	12	30	48	42	30	65
	26.2	16.3	25.6	18.4	32.2	23.5	26.8	57.1	39.5	60.8	32.1	21.4	18.2
SOMEWHAT	201	14	49	46	21	39	13	5	14	19	47	50	85
	28.4	28.6	31.4	32.6	35.6	26.2	23.2	23.8	18.4	24.1	35.9	35.7	23.8
NOT TOO MUCH	303	27	61	66	19	70	24	4	32	12	42	53	196
	42.9	55.1	39.1	46.8	32.2	47.0	42.9	19.0	42.1	15.2	32.1	37.9	54.9
DON'T KNOW	18		6	3		5	4					7	11
	2.5		3.8	2.1		3.4	7.1					5.0	3.1

HAS CHILD USED PUBLIC LIBRARY
HOW MUCH ENCOURAGEMENT IS CHILD GIVEN TO USE PUBLIC LIBRARY
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 137

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	707	150	115	239	203	95	512	100
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HAS CHILD USED LIBRARY								
	382	56	55	118	153	49	295	38
YES	54.0	37.3	47.8	49.4	75.4	51.6	57.6	38.0
	295	85	55	108	47	46	193	56
NO	41.7	56.7	47.8	45.2	23.2	48.4	37.7	56.0
	30	9	5	13	3		24	6
DON'T KNOW	4.2	6.0	4.3	5.4	1.5		4.7	6.0
ENCOURAGED TO USE LIBRARY								
	185	30	31	47	77	35	131	19
A GREAT DEAL	26.2	20.0	27.0	19.7	37.9	36.8	25.6	19.0
	201	30	30	74	67	23	150	28
SOMEWHAT	28.4	20.0	26.1	31.0	33.0	24.2	29.3	28.0
	303	82	50	117	54	37	221	45
NOT TOO MUCH	42.9	54.7	43.5	49.0	26.6	38.9	43.2	45.0
	18	8	4	1	5		10	8
DON'T KNOW	2.5	5.3	3.5	.4	2.5		2.0	8.0

HAS CHILD USED PUBLIC LIBRARY
HOW MUCH ENCOURAGEMENT IS CHILD GIVEN TO USE PUBLIC LIBRARY
BASED ON THOSE WITH CHILDREN BETWEEN 5-12 YEARS OLD

TABLE 138

	TOTAL	SEX		AGE			
		BOYS	GIRLS	5-6 YEARS	7-8 YEARS	9-10 YEARS	11-12 YEARS
WEIGHTED BASE	707	349	342	171	144	145	205
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HAS CHILD USED LIBRARY							
YES	382	190	186	66	72	102	138
	54.0	54.4	54.4	38.6	50.0	70.3	67.3
NO	295	149	143	102	69	38	60
	41.7	42.7	41.8	59.6	47.9	26.2	29.3
DON'T KNOW	30	10	13	3	3	5	7
	4.2	2.9	3.8	1.8	2.1	3.4	3.4
ENCOURAGED TO USE LIBRARY							
A GREAT DEAL	185	83	98	30	38	35	73
	26.2	23.8	28.7	17.5	26.4	24.1	35.6
SOMEWHAT	201	113	87	38	37	49	71
	28.4	32.4	25.4	22.2	25.7	33.8	34.6
NOT TOO MUCH	303	146	153	103	69	60	61
	42.9	41.8	44.7	60.2	47.9	41.4	29.8
DON'T KNOW	18	7	4			1	
	2.5	2.0	1.2			.7	

WAYS THE PUBLIC LIBRARY COULD PERFORM A MORE VALUABLE SERVICE TO THE COMMUNITY
BASED ON TOTAL SAMPLE

TABLE 139

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS THE LIBRARY COULD BE OF MORE SERVICE										
	1287	603	684	473	325	485	88	256	487	456
SERVICES ARE ADEQUATE	47.2	46.5	47.9	48.3	47.4	46.2	47.8	46.4	49.3	45.7
	148	62	86	68	28	52	6	38	51	53
BOOKMOBILE SERVICES	5.4	4.8	6.0	6.9	4.1	5.0	3.3	6.9	5.2	5.3
	92	37	55	34	26	32	4	18	40	30
BRANCHES CLOSER TO PEOPLE	3.4	2.9	3.9	3.5	3.8	3.1	2.2	3.3	4.0	3.0
	99	45	54	36	35	27	11	26	44	18
EXTEND HOURS	3.6	3.5	3.8	3.7	5.1	2.6	6.0	4.7	4.5	1.8
	90	46	44	20	26	44	2	7	52	28
HAVE NO USE FOR LIBRARY	3.3	3.5	3.1	2.0	3.8	4.2	1.1	1.3	5.3	2.8
	106	55	51	41	21	44	15	29	30	32
LARGER COLLECTION	3.9	4.2	3.6	4.2	3.1	4.2	8.2	5.3	3.0	3.2
	82	43	39	36	26	20	3	18	38	23
BENEFITS FOR CHILDREN	3.0	3.3	2.7	3.7	3.8	1.9	1.6	3.3	3.8	2.3
	92	58	34	52	17	23	16	37	29	10
ADVERTISING WHAT THEY OFFER	3.4	4.5	2.4	5.3	2.5	2.2	8.7	6.7	2.9	1.0
	15	6	9	8	5	2		6	4	5
SKILLS/CRAFTS	.6	.5	.6	.8	.7	.2		1.1	.4	.5
	78	40	38	44	16	18	9	23	27	19
MORE CLASSES	2.9	3.1	2.7	4.5	2.3	1.7	4.9	4.2	2.7	1.9
	27	15	12	15	2	10	6	7	10	4
SIMPLIFY CARD CATALOGUE	1.0	1.2	.8	1.5	.3	1.0	3.3	1.3	1.0	.4
	10	6	4	8		2	1	4	4	1
TELEPHONE SERVICE	.4	.5	.3	.8		.2	.5	.7	.4	.1
	16	10	6	5	2	9		5	5	6
FOREIGN LANGUAGE SERVICE	.6	.8	.4	.5	.3	.9		.9	.5	.6
	20	9	11	6	4	10		7	6	7
SERVICES FOR HANDICAPPED	.7	.7	.8	.6	.6	1.0		1.3	.6	.7
	203	93	110	92	49	58	21	55	74	52
MISCELLANEOUS	7.4	7.2	7.7	9.4	7.1	5.5	11.4	10.0	7.5	5.2
	567	266	301	135	148	281	18	75	169	307
DON'T KNOW	20.8	20.5	21.1	13.8	21.6	26.8	9.8	13.6	16.7	30.8

WAYS THE PUBLIC LIBRARY COULD PERFORM A MORE VALUABLE SERVICE TO THE COMMUNITY
BASED ON TOTAL SAMPLE

TABLE 140

		OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
	TOTAL	PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS THE LIBRARY COULD BE OF MORE SERVICE											
	1287	163	159	409	442	231	64	173	272	328	202
SERVICES ARE ADEQUATE	47.2	46.3	46.6	51.8	44.7	50.3	43.2	47.7	45.4	46.4	49.1
	148	21	27	36	54	37	9	22	25	34	19
BOOKMOBILE SERVICES	5.4	6.0	7.9	4.6	5.5	8.1	6.1	6.1	4.2	4.8	4.6
	92	22	11	20	32	16	2	16	23	13	22
BRANCHES CLOSER TO PEOPLE	3.4	6.3	3.2	2.5	3.2	3.5	1.4	4.4	3.8	1.8	5.4
	99	18	20	31	25	11	8	17	33	21	7
EXTEND HOURS	3.6	5.1	5.9	3.9	2.5	2.4	5.4	4.7	5.5	3.0	1.7
	90	9	13	23	39	9	3	8	21	35	14
HAVE NO USE FOR LIBRARY	3.3	2.6	3.8	2.9	3.9	2.0	2.0	2.2	3.5	5.0	3.4
	106	32	11	31	31	10	11	20	25	28	12
LARGER COLLECTION	3.9	9.1	3.2	3.9	3.1	2.2	7.4	5.5	4.2	4.0	2.9
	82	10	10	27	17	19	6	11	23	16	7
BENEFITS FOR CHILDREN	3.0	2.8	2.9	3.4	1.7	4.1	4.1	3.0	3.8	2.3	1.7
	92	24	21	19	22	13	8	31	16	18	6
ADVERTISING WHAT THEY OFFER	3.4	6.8	6.2	2.4	2.2	2.8	5.4	8.5	2.7	2.5	1.5
	15	2	4	6	3	4		4	5	2	
SKILLS/CRAFTS	.6	.6	1.2	.8	.3	.9		1.1	.8	.3	
	78	3	13	28	29	20	3	21	12	8	10
MORE CLASSES	2.9	.9	3.8	3.5	2.9	4.4	2.0	5.8	2.0	1.1	2.4
	27	4	6	6	11	4	6	5	1	9	2
SIMPLIFY CARD CATALOGUE	1.0	1.1	1.8	.8	1.1	.9	4.1	1.4	.2	1.3	.5
	10	2		3	5	4	3	1	2		
TELEPHONE SERVICE	.4	.6		.4	.5	.9	2.0	.3	.3		
	16	4	4	7	1			5	2	9	
FOREIGN LANGUAGE SERVICE	.6	1.1	1.2	.9	.1			1.4	.3	1.3	
	20	2	3	2	9	5			5	8	1
SERVICES FOR HANDICAPPED	.7	.6	.9	.3	.9	1.1			.8	1.1	.2
	203	38	29	34	73	36	11	40	40	45	21
MISCELLANEOUS	7.4	10.8	8.5	4.3	7.4	7.8	7.4	11.0	6.7	6.4	5.1
	567	41	47	166	254	70	35	30	138	182	107
DON'T KNOW	20.8	11.6	13.8	21.0	25.7	15.3	23.6	8.3	23.0	25.7	26.0

WAYS THE PUBLIC LIBRARY COULD PERFORM A MORE VALUABLE SERVICE TO THE COMMUNITY
BASED ON TOTAL SAMPLE

TABLE 141

	TOTAL	REGION								USE OF PUBLIC LIBRARIES			
		NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
WEIGHTED BASE	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS THE LIBRARY COULD BE OF MORE SERVICE													
SERVICES ARE ADEQUATE	1287	100	278	220	136	238	79	46	190	157	198	276	656
	47.2	61.0	49.1	44.9	48.6	44.7	37.1	42.6	51.1	52.3	50.9	54.0	43.0
BOOKMOBILE SERVICES	148	8	25	32	13	38	11	8	13	16	28	24	80
	5.4	4.9	4.4	6.5	4.6	7.1	5.2	7.4	3.5	5.3	7.2	4.7	5.2
BRANCHES CLOSER TO PEOPLE	92	1	27	15	3	34	9	2	1	14	15	19	44
	3.4	.6	4.8	3.1	1.1	6.4	4.2	1.9	.3	4.7	3.9	3.7	2.9
EXTEND HOURS	99	2	23	11	16	18	14	1	14	18	23	27	31
	3.6	1.2	4.1	2.2	5.7	3.4	6.6	.9	3.8	6.0	5.9	5.3	2.0
HAVE NO USE FOR LIBRARY	90	4	18	28	16	11	4	3	6		1	8	81
	3.3	2.4	3.2	5.7	5.7	2.1	1.9	2.8	1.6		.3	1.6	5.3
LARGER COLLECTION	106		29	21	15	15	4	2	20	12	8	28	58
	3.9		5.1	4.3	5.4	2.8	1.9	1.9	5.4	4.0	2.1	5.5	3.8
BENEFITS FOR CHILDREN	82	5	20	17	7	11	9	1	12	14	12	8	48
	3.0	3.0	3.5	3.5	2.5	2.1	4.2	.9	3.2	4.7	3.1	1.6	3.1
ADVERTISING WHAT THEY OFFER	92	1	10	29	8	12	11	4	17	20	24	13	35
	3.4	.6	1.8	5.9	2.9	2.3	5.2	3.7	4.6	6.7	6.2	2.5	2.3
SKILLS/CRAFTS	15		5	2	1	2		4	1	5	1	3	6
	.6		.9	.4	.4	.4		3.7	.3	1.7	.3	.6	.4
MORE CLASSES	78	5	13	8	1	17	8	4	22	15	15	14	34
	2.9	3.0	2.3	1.6	.4	3.2	3.8	3.7	5.9	5.0	3.9	2.7	2.2
SIMPLIFY CARD CATALOGUE	27		6	11	1	6		1	2	6	4	1	16
	1.0		1.1	2.2	.4	1.1		.9	.5	2.0	1.0	.2	1.0
TELEPHONE SERVICE	10			7	1	1			1				10
	.4			1.4	.4	.2			.3				.7
FOREIGN LANGUAGE SERVICE	16		3	3		3	4		3	1	2	2	11
	.6		.5	.6		.6	1.9		.8	.3	.5	.4	.7
SERVICES FOR HANDICAPPED	20		4	1		1	2	1	11	4	7	2	7
	.7		.7	.2		.2	.9	.9	3.0	1.3	1.8	.4	.5
MISCELLANEOUS	203	16	42	38	16	36	16	10	29	30	31	54	88
	7.4	9.8	7.4	7.8	5.7	6.8	7.5	9.3	7.8	10.0	8.0	10.6	5.8
DON'T KNOW	567	22	121	87	65	129	61	26	56	25	50	68	424
	20.8	13.4	21.4	17.8	23.2	24.2	28.6	24.1	15.1	8.3	12.9	13.3	27.8

WAYS THE PUBLIC LIBRARY COULD PERFORM A MORE VALUABLE SERVICE TO THE COMMUNITY
BASED ON TOTAL SAMPLE

TABLE 142

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS THE LIBRARY COULD BE OF MORE SERVICE								
SERVICES ARE ADEQUATE	1287	235	251	409	392	148	945	194
	47.2	40.0	48.6	48.3	50.5	47.6	48.2	42.5
BOOKMOBILE SERVICES	148	23	23	59	43	16	112	20
	5.4	3.9	4.5	7.0	5.5	5.1	5.7	4.4
BRANCHES CLOSER TO PEOPLE	92	19	22	25	26	22	62	8
	3.4	3.2	4.3	3.0	3.3	7.1	3.2	1.8
EXTEND HOURS	99	20	12	29	38	14	72	13
	3.6	3.4	2.3	3.4	4.9	4.5	3.7	2.9
HAVE NO USE FOR LIBRARY	90	15	23	35	17	3	65	22
	3.3	2.6	4.5	4.1	2.2	1.0	3.3	4.8
LARGER COLLECTION	106	12	10	23	61	21	80	5
	3.9	2.0	1.9	2.7	7.9	6.8	4.1	1.1
BENEFITS FOR CHILDREN	82	25	8	20	29	9	64	9
	3.0	4.3	1.6	2.4	3.7	2.9	3.3	2.0
ADVERTISING WHAT THEY OFFER	92	15	13	31	33	15	71	6
	3.4	2.6	2.5	3.7	4.2	4.8	3.6	1.3
SKILLS/CRAFTS	15	10	1	2	2	2	13	
	.6	1.7	.2	.2	.3	.6	.7	
MORE CLASSES	78	14	4	38	22	12	58	8
	2.9	2.4	.8	4.5	2.8	3.9	3.0	1.8
SIMPLIFY CARD CATALOGUE	27	6	6	4	11		22	5
	1.0	1.0	1.2	.5	1.4		1.1	1.1
TELEPHONE SERVICE	10	5			5		9	1
	.4	.9			.6		.5	.2
FOREIGN LANGUAGE SERVICE	16	2	1	7	6	6	10	
	.6	.3	.2	.8	.8	1.9	.5	
SERVICES FOR HANDICAPPED	20	1	6	3	10	2	14	4
	.7	.2	1.2	.4	1.3	.6	.7	.9
MISCELLANEOUS	203	34	25	66	78	37	154	12
	7.4	5.8	4.8	7.8	10.0	11.9	7.9	2.6
DON'T KNOW	567	180	136	157	94	41	364	162
	20.8	30.7	26.4	18.6	12.1	13.2	18.6	35.5

WAYS THE PUBLIC LIBRARY IS FUNDED
OWNERSHIP OF A PUBLIC LIBRARY CARD
BASED ON TOTAL SAMPLE

TABLE 143

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
WEIGHTED BASE	2726	1298	1428	980	686	1049	184	552	988	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS LIBRARY FUNDED										
CITY/CITY TAXES	802	421	381	333	197	267	63	246	322	171
	29.4	32.4	26.7	34.0	28.7	25.5	34.2	44.6	32.6	17.1
TAXES/TAXPAYERS	375	202	173	120	107	145	31	88	144	110
	13.8	15.6	12.1	12.2	15.6	13.8	16.8	15.9	14.6	11.0
STATE/STATE TAXES	304	182	122	127	85	92	30	71	89	114
	11.2	14.0	8.5	13.0	12.4	8.8	16.3	12.9	9.0	11.4
DONATIONS	243	115	128	75	67	99	19	84	74	65
	8.9	8.9	9.0	7.7	9.8	9.4	10.3	15.2	7.5	6.5
COUNTY/COUNTY TAXES	286	160	126	75	85	124	24	90	88	84
	10.5	12.3	8.8	7.7	12.4	11.8	13.0	16.3	8.9	8.4
FEDERAL GOVERNMENT/TAXES	150	90	60	50	48	51	15	49	46	40
	5.5	6.9	4.2	5.1	7.0	4.9	8.2	8.9	4.7	4.0
OVERDUE FINES	26	10	16	5	8	13		3	8	15
	1.0	.8	1.1	.5	1.2	1.2		.5	.8	1.5
SCHOOLS/SCHOOL TAX	20	17	3	10	5	5		7	1	12
	.7	1.3	.2	1.0	.7	.5		1.3	.1	1.2
GENERAL PUBLIC	34	17	17	22	7	5	3	10	13	8
	1.2	1.3	1.2	2.2	1.0	.5	1.6	1.8	1.3	.8
MISCELLANEOUS	38	15	23	7	14	17	1	12	12	13
	1.4	1.2	1.6	.7	2.0	1.6	.5	2.2	1.2	1.3
DON'T KNOW	1016	390	626	355	217	441	48	105	365	497
	37.3	30.0	43.8	36.2	31.6	42.0	26.1	19.0	36.9	49.8
OWNERSHIP OF LIBRARY CARD										
YES	943	390	553	424	276	235	106	317	370	148
	34.6	30.0	38.7	43.3	40.2	22.4	57.6	57.4	37.4	14.8
NO	1773	900	873	553	410	809	76	232	613	850
	65.0	69.3	61.1	56.4	59.8	77.1	41.3	42.0	62.0	85.2
UNDESIGNATED	10	8	2	3		5	2	3	5	
	.4	.6	.1	.3		.5	1.1	.5	.5	

WAYS THE PUBLIC LIBRARY IS FUNDED
OWNERSHIP OF A PUBLIC LIBRARY CARD
BASED ON TOTAL SAMPLE

TABLE 144

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
						UNDER 35			35 YRS & OLDER		
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	MARR CHILD	MARR NO CHILD	UNMAR-RIED	MARR CHILD	MARR NO CHILD	UNMAR-RIED
WEIGHTED BASE	2726	352	341	789	989	459	148	363	599	707	411
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS LIBRARY FUNDED											
CITY/CITY TAXES	802	174	104	203	249	136	53	141	198	178	85
	29.4	49.4	30.5	25.7	25.2	29.6	35.8	38.8	33.1	25.2	20.7
TAXES/TAXPAYERS	375	57	60	107	120	51	18	48	79	116	46
	13.8	16.2	17.6	13.6	12.1	11.1	12.2	13.2	13.2	16.4	11.2
STATE/STATE TAXES	304	48	39	111	92	53	27	47	74	55	46
	11.2	13.6	11.4	14.1	9.3	11.5	18.2	12.9	12.4	7.8	11.2
DONATIONS	243	51	21	58	89	31	11	33	65	73	27
	8.9	14.5	6.2	7.4	9.0	6.8	7.4	9.1	10.9	10.3	6.6
COUNTY/COUNTY TAXES	286	57	35	80	102	35	8	31	87	87	34
	10.5	16.2	10.3	10.1	10.3	7.6	5.4	8.5	14.5	12.3	8.3
FEDERAL GOVERNMENT/TAXES	150	37	13	47	45	20	5	22	50	34	15
	5.5	10.5	3.8	6.0	4.6	4.4	3.4	6.1	8.3	4.8	3.6
OVERDUE FINES	26	2	4	2	18	2	1	2	6	7	8
	1.0	.6	1.2	.3	1.8	.4	.7	.6	1.0	1.0	1.9
SCHOOLS/SCHOOL TAX	20	4	1	8	6	1		9		5	5
	.7	1.1	.3	1.0	.6	.2		2.5		.7	1.2
GENERAL PUBLIC	34	3	8	8	12	4	5	10	5	4	3
	1.2	.9	2.3	1.0	1.2	.9	3.4	2.8	.8	.6	.7
MISCELLANEOUS	38	9	4	4	19	2	1	4	13	14	4
	1.4	2.6	1.2	.5	1.9	.4	.7	1.1	2.2	2.0	1.0
DON'T KNOW	1016	58	106	304	428	198	46	108	192	268	196
	37.3	16.5	31.1	38.5	43.3	43.1	31.1	29.8	32.1	37.9	47.7
OWNERSHIP OF LIBRARY CARD											
YES	943	169	148	214	288	182	69	167	239	154	108
	34.6	48.0	43.4	27.1	29.1	39.7	46.6	46.0	39.9	21.8	26.3
NO	1773	182	189	573	700	275	79	195	360	548	303
	65.0	51.7	55.4	72.6	70.8	59.9	53.4	53.7	60.1	77.5	73.7
UNDESIGNATED	10	1	4	2	1	2		1		5	
	.4	.3	1.2	.3	.1	.4		.3		.7	

WAYS THE PUBLIC LIBRARY IS FUNDED
OWNERSHIP OF A PUBLIC LIBRARY CARD
BASED ON TOTAL SAMPLE

TABLE 145

		REGION								USE OF PUBLIC LIBRARIES			
WEIGHTED BASE	TOTAL	NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH -EAST	SOUTH -WEST	ROCKY MOUNT -AIN	PACI -FIC	HEAVY	MEDIU	LIGHT	NON-USERS
	2726	164	566	490	280	533	213	108	372	300	389	511	1526
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS LIBRARY FUNDED													
CITY/CITY TAXES	802	79	147	122	95	129	76	20	134	122	149	205	326
	29.4	48.2	26.0	24.9	33.9	24.2	35.7	18.5	36.0	40.7	38.3	40.1	21.4
TAXES/TAXPAYERS	375	23	79	98	60	34	12	21	48	62	60	60	193
	13.8	14.0	14.0	20.0	21.4	6.4	5.6	19.4	12.9	20.7	15.4	11.7	12.6
STATE/STATE TAXES	304	14	79	42	18	70	16	12	53	40	49	59	156
	11.2	8.5	14.0	8.6	6.4	13.1	7.5	11.1	14.2	13.3	12.6	11.5	10.2
DONATIONS	243	31	61	32	31	54	16	5	13	51	51	49	92
	8.9	18.9	10.8	6.5	11.1	10.1	7.5	4.6	3.5	17.0	13.1	9.6	6.0
COUNTY/COUNTY TAXES	286		70	28	16	84	12	5	71	47	60	55	124
	10.5		12.4	5.7	5.7	15.8	5.6	4.6	19.1	15.7	15.4	10.8	8.1
FEDERAL GOVERNMENT/TAXES	150	1	27	20	25	33	14	4	26	27	15	26	82
	5.5	.6	4.8	4.1	9.9	6.2	6.6	3.7	7.0	9.0	3.9	5.1	5.4
OVERDUE FINES	26	1	3	11	1		2	4	4	1	3	2	20
	1.0	.6	.5	2.2	.4		.9	3.7	1.1	.3	.8	.4	1.3
SCHOOLS/SCHOOL TAX	20		12	2		2	1	3			4	5	11
	.7		2.1	.4		.4	.5	2.8			1.0	1.0	.7
GENERAL PUBLIC	34		11	4	6	5	2	2	4	4	6	5	19
	1.2		1.9	.8	2.1	.9	.9	1.9	1.1	1.3	1.5	1.0	1.2
MISCELLANEOUS	38	6	7		3	11	3		8	2	6	5	25
	1.4	3.7	1.2		1.1	2.1	1.4		2.2	.7	1.5	1.0	1.6
DON'T KNOW	1016	43	196	227	86	231	89	46	98	64	83	152	717
	37.3	26.2	34.6	46.3	30.7	43.3	41.8	42.6	26.3	21.3	21.3	29.7	47.0
OWNERSHIP OF LIBRARY CARD													
YES	943	72	197	165	96	156	48	37	172	252	282	282	127
	34.6	43.9	34.8	33.7	34.3	29.3	22.5	34.3	46.2	84.0	72.5	55.2	8.3
NO	1773	92	362	325	183	377	164	71	199	46	107	227	1393
	65.0	56.1	64.0	66.3	65.4	70.7	77.0	65.7	53.9	15.3	27.5	44.4	91.3
UNDESIGNATED	10		7		1		1		1	2		2	6
	.4		1.2		.4		.5		.3	.7		.4	.4

WAYS THE PUPLIC LIBRARY IS FUNDED
OWNERSHIP OF A PUBLIC LIBRARY CARD
BASED ON TOTAL SAMPLE

TABLE 146

		READERSHIP SCALE				LAST BOOK READ		
	TOTAL	LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
WEIGHTED BASE	2726	587	516	846	777	311	1959	456
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAYS LIBRARY FUNDED								
	802	140	115	258	289	111	620	71
CITY/CITY TAXES	29.4	23.9	22.3	30.5	37.2	35.7	31.6	15.6
	375	55	68	132	120	66	255	54
TAXES/TAXPAYERS	13.8	9.4	13.2	15.6	15.4	21.2	13.0	11.8
	304	53	46	98	107	56	199	49
STATE/STATE TAXES	11.2	9.0	8.9	11.6	13.8	18.0	10.2	10.7
	243	24	31	92	96	36	178	29
DONATIONS	8.9	4.1	6.0	10.9	12.4	11.6	9.1	6.4
	286	37	57	88	104	38	212	36
COUNTY/COUNTY TAXES	10.5	6.3	11.0	10.4	13.4	12.2	10.8	7.9
	150	36	11	49	54	13	121	16
FEDERAL GOVERNMENT/TAXES	5.5	6.1	2.1	5.8	6.9	4.2	6.2	3.5
	26	14	3	8	1	4	21	1
OVERDUE FINES	1.0	2.4	.6	.9	.1	1.3	1.1	.2
	20		2	12	6	4	15	1
SCHOOLS/SCHOOL TAX	.7		.4	1.4	.8	1.3	.8	.2
	34	9		10	15	6	23	5
GENERAL PUBLIC	1.2	1.5		1.2	1.9	1.9	1.2	1.1
	38	9	7	12	10	7	20	11
MISCELLANEOUS	1.4	1.5	1.4	1.4	1.3	2.3	1.0	2.4
	1016	286	242	277	211	73	698	245
DON'T KNOW	37.3	48.7	46.9	32.7	27.2	23.5	35.6	53.7
OWNERSHIP OF LIBRARY CARD								
	943	114	97	293	439	143	764	36
YES	34.6	19.4	18.8	34.6	56.5	46.0	39.0	7.9
	1773	468	418	552	335	166	1187	420
NO	65.0	79.7	81.0	65.2	43.1	53.4	60.6	92.1
	10	5	1	1	3	2	8	
UNDESIGNATED	.4	.9	.2	.1	.4	.6	.4	

NUMBER OF INTERVIEWS

TABLE 147

	TOTAL	SEX		AGE			EDUCATION			
		MALE	FEMALE	18-34 YEARS	35-49 YEARS	50 YRS & OVER	STU-DENT	COLL-EGE	HIGH SCHOOL	GRADE SCHOOL
TOTAL SAMPLE	1561 100.0	773 100.0	788 100.0	564 100.0	360 100.0	626 100.0	115 100.0	404 100.0	548 100.0	490 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	650 84.1	662 84.0	503 89.2	307 85.3	493 78.8	109 94.8	378 93.6	472 86.1	349 71.2
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	182 23.5	161 20.4	182 32.3	74 20.6	81 12.9	72 62.6	146 36.1	84 15.3	39 8.0
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	247 32.0	178 22.6	82 14.5	97 26.9	244 39.0	2 1.7	61 15.1	127 23.2	233 47.6
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	646 83.6	690 87.6	534 94.7	302 83.9	489 78.1	114 99.1	385 95.3	475 86.7	358 73.1
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	401 51.9	414 52.5	397 70.4	188 52.2	221 35.3	110 95.7	311 77.0	265 48.4	127 25.9
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	354 45.8	377 47.8	342 60.6	177 49.2	203 32.4	89 77.4	274 67.8	250 45.6	116 23.7
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669 42.9	332 42.9	337 42.8	317 56.2	166 46.1	177 28.3	87 75.7	256 63.4	224 40.9	100 20.4
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	101 13.1	94 11.9	103 18.3	49 13.6	41 6.5	29 25.2	88 21.8	55 10.0	23 4.7
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	418 54.1	409 51.9	272 39.4	182 50.6	421 67.3	26 22.6	129 31.9	298 54.4	372 75.9
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	173 22.4	224 28.4	186 33.0	173 48.1	38 6.1	24 20.9	93 23.0	161 29.4	119 24.3

NUMBER OF INTERVIEWS

	TOTAL	OCCUPATION OF RESPONDENT				STAGE IN LIFE CYCLE					
		PROF & BUS	CLER & SALES	MANUAL/ FARMER	NON-LABOR	UNDER 35			35 YRS & OLDER		
						MARR CHILD	MARR NO CHILD	UNMAR -RIED	MARR CHILD	MARR NO CHILD	UNMAR -RIED
TOTAL SAMPLE	1561 100.0	232 100.0	188 100.0	416 100.0	587 100.0	266 100.0	89 100.0	203 100.0	325 100.0	429 100.0	223 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	217 93.5	173 92.0	339 81.5	471 80.2	228 85.7	82 92.1	188 92.6	282 86.8	351 81.8	162 72.6
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	81 34.9	52 27.7	72 17.3	104 17.7	54 20.3	33 37.1	92 45.3	74 22.8	49 11.4	30 13.5
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	35 15.1	29 15.4	134 32.2	187 31.9	49 18.4	16 18.0	16 7.9	89 27.4	163 38.0	84 37.7
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	222 95.7	175 93.1	350 84.1	470 80.1	246 92.5	84 94.4	198 97.5	277 85.2	337 78.6	169 75.8
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	185 79.7	115 61.2	185 44.5	248 42.2	156 58.6	68 76.4	168 82.8	174 53.5	147 34.3	81 36.3
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	154 66.4	100 53.2	167 40.1	232 39.5	142 53.4	56 62.9	139 68.5	164 50.5	133 31.0	76 34.1
TOTAL WHO USED PUBLIC LIBRARY OVER THE PAST YEAR	669 42.9	147 63.4	87 46.3	149 35.8	211 35.9	130 48.9	52 58.4	131 64.5	153 47.1	119 27.7	64 28.7
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	48 20.7	38 20.2	41 9.9	49 8.3	39 14.7	18 20.2	43 21.2	47 14.5	28 6.5	13 5.8
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	78 33.6	88 46.8	248 59.6	353 60.1	124 46.6	33 37.1	64 31.5	160 49.2	294 68.5	147 65.9
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	52 22.4	44 23.4	138 33.2	120 20.4	150 56.4		34 16.7	189 58.2	2 .5	17 7.6

NUMBER OF INTERVIEWS

TABLE 149

	TOTAL	REGION								USE OF PUBLIC LIBRARIES			
		NEW ENG-LAND	MID-ATLAN-TIC	EAST CEN-TRAL	WEST CEN-TRAL	SOUTH-EAST	SOUTH-WEST	ROCKY MOUNT-AIN	PACI-FIC	HEAVY	MEDIUM	LIGHT	NON-USERS
TOTAL SAMPLE	1561 100.0	89 100.0	320 100.0	285 100.0	163 100.0	314 100.0	122 100.0	58 100.0	210 100.0	195 100.0	215 100.0	321 100.0	830 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	78 87.6	279 87.2	240 84.2	136 83.4	252 80.3	97 79.5	45 77.6	185 88.1	187 95.9	197 91.6	298 92.8	630 75.9
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	23 25.8	62 19.4	63 22.1	30 18.4	60 19.1	20 16.4	17 29.3	68 32.4	135 69.2	90 41.9	77 24.0	41 4.9
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	25 28.1	85 26.6	75 26.3	48 29.4	96 30.6	37 30.3	11 19.0	48 22.9	11 5.6	19 8.8	40 12.5	355 42.8
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	76 85.4	264 82.5	244 85.6	142 87.1	267 85.0	98 80.3	52 89.7	193 91.9	194 99.5	210 97.7	308 96.0	624 75.2
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	48 53.9	165 51.6	145 50.9	82 50.3	154 49.0	47 38.5	37 63.8	137 65.2	195 100.0	215 100.0	321 100.0	84 10.1
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	45 50.6	150 46.9	131 46.0	75 46.0	134 42.7	39 32.0	31 53.4	126 60.0	195 100.0	215 100.0	321 100.0	
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669 42.9	40 44.9	137 42.8	118 41.4	71 43.6	124 39.5	32 26.2	30 51.7	117 55.7	195 100.0	215 100.0	259 80.7	
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	15 16.9	41 12.8	32 11.2	23 14.1	40 12.7	9 7.4	9 15.5	26 12.4	66 33.8	60 27.9	69 21.5	
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	44 49.4	173 53.1	154 54.0	87 53.4	178 56.7	83 68.0	27 46.6	84 40.0				827 99.6
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	24 27.0	88 27.5	79 27.7	35 21.5	83 26.4	30 24.6	16 27.6	42 20.0	55 28.2	73 34.0	83 25.9	186 22.4

NUMBER OF INTERVIEWS

TABLE 150

	TOTAL	READERSHIP SCALE				LAST BOOK READ		
		LIGHT 0	1	2	HEAVY 3	FOR WORK/ SCHOOL	NOT FOR WORK/ SCHOOL	NONE READ IN YR
TOTAL SAMPLE	1561 100.0	298 100.0	296 100.0	490 100.0	477 100.0	175 100.0	1131 100.0	255 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	197 66.1	229 77.4	435 88.8	451 94.5	156 89.1	998 88.2	158 62.0
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	40 13.4	16 5.4	87 17.8	200 41.9	69 39.4	264 23.3	10 3.9
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	129 43.3	147 49.7	137 28.0	12 2.5	23 13.1	147 13.0	255 100.0
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	230 77.2	216 73.0	413 84.3	477 100.0	168 96.0	1091 96.5	77 30.2
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	102 34.2	77 26.0	260 53.1	376 78.8	134 76.6	655 57.9	26 10.2
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	88 29.5	68 23.0	235 48.0	340 71.3	111 63.4	598 52.9	22 8.6
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669 42.9	72 24.2	58 19.6	212 43.3	327 68.6	104 59.4	546 48.3	19 7.5
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	17 5.7	16 5.4	53 10.8	109 22.9	36 20.6	153 13.5	6 2.4
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	208 69.8	228 77.0	254 51.8	137 28.7	64 36.6	531 46.9	232 91.0
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	80 26.8	64 21.6	129 26.3	124 26.0	53 30.3	292 25.8	52 20.4

NUMBER OF INTERVIEWS

TABLE 151

	SOURCES OF INFORMATION												
	TOTAL	NEWS-PAPER	ENCY-CLO-PEDIA	BOOKS	MAGA-ZINES	TRADE MAGA-ZINES	PAM-PHLETS	FRIEND	RADIO	TELE-VISION	OTHER	NONE	DON'T KNOW
TOTAL SAMPLE	1561 100.0	996 100.0	452 100.0	586 100.0	637 100.0	303 100.0	374 100.0	675 100.0	567 100.0	855 100.0	68 100.0	43 100.0	8 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	996 100.0	452 100.0	586 100.0	637 100.0	303 100.0	374 100.0	577 85.5	522 92.1	758 88.7	54 79.4		
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	248 24.9	167 36.9	286 48.8	243 38.1	133 43.9	166 44.4	198 29.3	160 28.2	187 21.9	33 48.5		
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	221 22.2	72 15.9	64 10.9	89 14.0	35 11.6	43 11.5	134 19.9	127 22.4	224 26.2	12 17.6	26 60.5	6 75.0
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	878 88.2	422 93.4	561 95.7	598 93.9	291 96.0	354 94.7	613 90.8	500 88.2	731 85.5	61 89.7	32 74.4	3 37.5
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	560 56.2	308 68.1	446 76.1	446 70.0	230 75.9	280 74.9	446 66.1	326 57.5	438 51.2	46 67.6	6 14.0	1 12.5
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	495 49.7	286 63.3	401 68.4	405 63.6	207 68.3	252 67.4	391 57.9	291 51.3	388 45.4	40 58.8	6 14.0	1 12.5
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669 42.9	455 45.7	265 58.6	380 64.8	386 60.6	194 64.0	238 63.6	366 54.2	270 47.6	354 41.4	40 58.8	6 14.0	1 12.5
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	142 14.3	81 17.9	120 20.5	118 18.5	74 24.4	76 20.3	113 16.7	86 15.2	102 11.9	12 17.6		1 12.5
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	501 50.3	166 36.7	185 31.6	232 36.4	96 31.7	122 32.6	283 41.9	276 48.7	465 54.4	28 41.2	37 86.0	7 87.5
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	254 25.5	138 30.5	164 28.0	164 25.7	87 28.7	95 25.4	194 28.7	136 24.0	212 24.8	16 23.5	5 11.6	1 12.5

NUMBER OF INTERVIEWS

TABLE 152

	TOTAL	KINDS OF BOOKS READ: FIC-TION	NON-FIC-TION	REFER-ENCE	DON'T KNOW
TOTAL SAMPLE	1561 100.0	774 100.0	717 100.0	615 100.0	68 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	705 91.1	657 91.6	563 91.5	42 61.8
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	223 28.8	233 32.5	220 35.8	10 14.7
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	64 8.3	78 10.9	83 13.5	33 48.5
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	774 100.0	717 100.0	615 100.0	68 100.0
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	503 65.0	500 69.7	415 67.5	21 30.9
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	462 59.7	450 62.8	365 59.3	18 26.5
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669 42.9	432 55.8	423 59.0	342 55.6	16 23.5
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	126 16.3	128 17.9	116 18.9	8 11.8
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	312 40.3	266 37.1	249 40.5	49 72.1
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	210 27.1	197 27.5	155 25.2	17 25.0

NUMBER OF INTERVIEWS

TABLE 153

	TOTAL	MILES TO PUBLIC LIBRARY			
		UNDER 1 MI	1-2.9 MILES	3-5.9 MILES	6 MI. & OVER
TOTAL SAMPLE	1561	162	286	139	121
	100.0	100.0	100.0	100.0	100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312	152	266	126	118
	84.0	93.8	93.0	90.6	97.5
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343	67	128	48	53
	22.0	41.4	44.8	34.5	43.8
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425	20	28	8	12
	27.2	12.3	9.8	5.8	9.9
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336	156	281	134	119
	85.6	96.3	98.3	96.4	98.3
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815	162	286	139	121
	52.2	100.0	100.0	100.0	100.0
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731	162	286	139	121
	46.8	100.0	100.0	100.0	100.0
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669	146	266	129	108
	42.9	90.1	93.0	92.8	89.3
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195	40	75	42	35
	12.5	24.7	26.2	30.2	28.9
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827				
	53.0				
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397	47	83	50	26
	25.4	29.0	29.0	36.0	21.5

NUMBER OF INTERVIEWS

TABLE 154

	TOTAL	MILES TO PUBLIC LIBRARY			
		UNDER 1 MI	1-2.9 MILES	3-5.9 MILES	6 MI. & OVER
TOTAL SAMPLE	1561	136	228	136	196
	100.0	100.0	100.0	100.0	100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312	100	194	98	144
	84.0	73.5	85.1	72.1	73.5
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343	4	19	1	3
	22.0	2.9	8.3	.7	1.5
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425	58	84	52	94
	27.2	42.6	36.8	38.2	48.0
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336	101	179	102	143
	85.6	74.3	78.5	75.0	73.0
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815	10	32	9	9
	52.2	7.4	14.0	6.6	4.6
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731				
	46.8				
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669				
	42.9				
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195				
	12.5				
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827	136	228	136	196
	53.0	100.0	100.0	100.0	100.0
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397	24	48	42	50
	25.4	17.6	21.1	30.9	25.5

NUMBER OF INTERVIEWS

TABLE 155

	TOTAL	SEX		AGE			
		BOYS	GIRLS	5-6 YEARS	7-8 YEARS	9-10 YEARS	11-12 YEARS
TOTAL SAMPLE	1561 100.0	198 100.0	190 100.0	95 100.0	83 100.0	85 100.0	115 100.0
NAMED 1-6 AS SOURCES OF INFORMATION	1312 84.0	173 87.4	165 86.8	82 86.3	68 81.9	73 85.9	106 92.2
OBTAINED SOURCES OF INFORMATION FROM LIBRARY	343 22.0	42 21.2	49 25.8	14 14.7	16 19.3	26 30.6	32 27.8
TOTAL WHO HAVE NOT READ A BOOK THROUGH IN PAST YEAR	425 27.2	51 25.8	40 21.1	27 28.4	20 24.1	17 20.0	24 20.9
TOTAL WHO READ ONE BOOK OR MORE IN PAST YEAR	1336 85.6	177 89.4	169 88.9	87 91.6	69 83.1	77 90.6	103 89.6
TOTAL WHO USED LIBRARY LESS THAN THREE YEARS AGO	815 52.2	111 56.1	106 55.8	51 53.7	41 49.4	58 68.2	65 56.5
TOTAL WHO MENTIONED USING PUBLIC LIBRARY	731 46.8	106 53.5	101 53.2	44 46.3	39 47.0	57 67.1	64 55.7
TOTAL WHO USED PUBLIC LIBRAR OVER THE PAST YEAR	669 42.9	96 48.5	92 48.4	41 43.2	34 41.0	51 60.0	60 52.2
TOTAL WHO FELT LIBRARY COULD BE MADE EASIER TO USE	195 12.5	31 15.7	30 15.8	13 13.7	14 16.9	15 17.6	20 17.4
TOTAL WHO HAVE NOT USED LIBRARY IN PAST TWO YEARS	827 53.0	92 46.5	88 46.3	51 53.7	44 53.0	28 32.9	51 44.3
TOTAL WHO HAVE ANY CHILDREN BETWEEN 5 AND 12 YEARS OLD	397 25.4	198 100.0	190 100.0	95 100.0	83 100.0	85 100.0	115 100.0

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